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PLATFORM WEBINARS

# 8 RECRUITING MISTAKES KILLING YOUR TEAM

***BONUS RESOURCES***

*BY: SUNEET AGARWAL*

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**BONUS:** Your *Exclusive Discounted Offer*..... 45

*If you're tired of juggling too many systems, missing follow-ups, or spending hours setting up tech that should make your life easier, this CRM is designed to fix that.*

# The Get Comfy Call

**Overview:** This language pattern was created when I took over the job of General Manager for Prudential California, Nevada, Texas Realty at 33 years old in 2000. Now as you can imagine, I was younger than all the branch managers I was responsible for and they were doing really well at the time. The market was hot and the last thing they wanted to do was recruit.

Recruiting is not easy.

Recruiting is uncomfortable.

Recruiting is prospecting.

Recruiting includes rejection.

Recruiting delivers huge returns, but few want to go through the pain to get there.

I knew it had to get done so I came up with what I felt would be most COMFY for them to use as a language pattern on the phone. My number one objective was to reduce friction...friction for the manager making the call and friction for the prospect on the other line...

1. Your selling the benefit of the appointment on the call.
2. Handle objections in advance by using the "promises" I share with you.

Hence, the Get Comfy Call:

**C** = Caller

**P** = Prospect

**C:** Hi super agent, Jon Cheplak with ABC Realty...

**C:** I know you are probably happy at your current company and I just want to let you know that if anything changes, we would like to be your destination broker, team or company....SILENCE

**Note:** Now you will get a number of responses and here are what is typical.

1. Thanks, but yes I am very happy.
2. How do you know I am happy.
3. I am never leaving
4. Hmm, thank you..I have always respected your agents and company.

Response for 1 and 3.

**C:** (Empathize) I understand, you are with a great company. If you were to ever make a change, what company stands out to you the most?

**P:** Response

**C:** (Empathize) Yes they are a great company, what is it that you like most about that company?

**P:** Response

**C:** Pivot to appointment: "Let me ask you this, when would be a good time to sit down for 30 minutes, have a cup of coffee and talk about your business?...."

Handle Objections in Advance: If they give you push back about the meeting immediately go into the promises

**C:** We won't talk about my company, we won't talk about your company and I won't try and recruit you. We will talk about the only thing that matters, you and your business.

Is \_\_\_\_\_ good or \_\_\_\_\_ better?

**P:** Rejection Response

**C:** Let me ask you this, are you open minded about your business?

**P:** Almost 100 percent of the time its a "yes"

**C:** Great, as I promised (take them through the promises again) and pivot back to "Let's sit down for 30 minutes, have a cup of coffee and talk about your business?...."

**P:** Rejection

**C:** I don't know, I always thought it made sense to sit down with the competition and learn what they are doing.

And the last thing I am going to do is try and recruit you in an initial meeting. What I want to do is discover some ways I can support you with your business...who knows, maybe in the future you will see value in our interactions and want to join or if something changes, we can be your destination broker...Pivot for the appointment again.

Response for 2

Put humor in the process:

**C:** Well if you were not happy you would probably already be working for us...then pivot to the dialogue asking "if you were to ever make a change....."

Response for 4

With a warm response I would pick up right away for the coffee meeting and then follow the rest of the language patterns as outlined for 1 and 3.

Tips:

After every call send them something of value. A business building tip or hopefully a video you have created that does NOT brag about the company or ask them to join.

You are coaching, training and leading the competitors agents better than their current leadership so that if something changes or they see value, they will choose you to join.

# THE 27 POINT RECRUITING FRAMEWORK

GROW THE TEAM OF YOUR DREAMS WITH  
THIS COMPREHENSIVE CHECKLIST...

**Written By: Suneet Agarwal**

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# Appendix A: The 27-Point Recruiting Framework cont.

## INTRODUCTION

When I first dipped my toes into recruiting for my team and then my brokerage, I was confident. Our name was at the top of the market – who wouldn't want to join us, right? But that confidence was a little... naive.

See, I had missed the mark. Recruitment isn't about the glittering name of my company; it's about the individual agent and their dreams, their needs, their 'what's for me?' It took a hard pivot toward coaching, mentorship, and relentless practice before I got it. And when I did, the quality of agents flocking to us transformed overnight.

But success brings new challenges. The trickle of appointments from referrals and social media wasn't cutting it. I needed a flood. I needed to generate leads specifically for recruiting.

That need gave birth to what you're about to dive into: The 27-Point Recruiting Framework...

This is a playbook of every effective recruiting tactic I've personally battle-tested, plus strategies that have worked wonders for others – even if they didn't fit my business model.

So here's my challenge: As you explore this framework, light up the strategies that resonate with you – the ones you can roll out easily for maximum impact. Don't shy away from the tougher ones, either. Approach this with an open mind and a readiness to experiment.

If you're committed, if you work this system, more appointments are just the beginning. You're on the cusp of building an organization teeming with top-tier agents. Are you ready to step up and make that leap? Let's get started.



## THE 27 POINT RECRUITING FRAMEWORK

# Appendix A: The 27-Point Recruiting Framework cont.

## 1) ONLINE JOB ADS

The digital landscape offers numerous platforms that potential recruits frequent. You need to make sure you're maximizing the reach and effectiveness of your job ads!

### Indeed:

- Benefits: Cost-effective and one of the most frequented job boards in the U.S.
- Tip: Ensure your job ad's description is keyword-optimized to attract relevant candidates.

### Wizehire:

- Overview: A recruitment software tailored for real estate agencies.
- Consideration: The monthly fee might be a hurdle, but if you're after quality and industry-specific tools, it might be worth the investment.

### Write Attention-Grabbing Subject Lines:

- The subject line is the first thing potential candidates will see. Ensure it immediately communicates the value you're offering. Examples include:
  - i. "Hot Web Leads for Agents": Indicates lead generation support.
  - ii. "Company Provided Leads and Appointments": Highlights the benefits of company support.
  - iii. "Appointments Set for You": Speaks directly to the convenience offered to agents.

### Change It Up Weekly:

- Freshness matters. Regularly updated ads might have better visibility, and changing it up allows you to reach different segments of your target audience.
- Pro Tip: Rotate between benefits and job requirements to see what resonates most with potential recruits.

### Test Different Copy:

- Not all job ads are created equal. Different phrases or descriptions resonate better with potential agents.
- A/B test different job descriptions and track which ones get more clicks, more quality applicants, and, eventually, more hires.

## THE 27 POINT RECRUITING FRAMEWORK

## Appendix A: The 27-Point Recruiting Framework cont.

### 2) WEEKLY EMAILS TO YOU LOCAL AGENTS

Reaching out to your local agents doesn't need to be spammy! Send them check-ins, provide necessary updates, and position yourself as a resource. Here's how you can make the most of it:

#### **Content:**

- Purpose: Deliver value to your agents by offering actionable insights, news, and tips related to the real estate industry.
- Suggestions:
  - Market updates: A snapshot of the current real estate market trends.
  - Success stories: Share the journey of successful agents in your team to inspire and teach.
  - Tools and technology: Introduce new tools or platforms to aid agents in their roles.

#### **Strong Educational Copy:**

- Goal: Offer content that not only educates but also engages and is easy to comprehend.
- How to Achieve:
  - Create with Hot Button Topics:
  - Reading Level: Keep the language simple and concise. Aim for a 3rd-grade reading level to ensure maximum comprehension.
  - Research Hot Topics: Stay updated on what agents are discussing and interested in.
    - Lab Coat Agents: Visit this community to gauge what's trending among agents.
      - a. How to Get an Offer Accepted: A guide that provides strategies to ensure offers stand out in a competitive market.
      - b. How to do a CMA (Comparative Market Analysis): A step-by-step guide to conducting an effective CMA, highlighting best practices and potential pitfalls to avoid.

### THE 27 POINT RECRUITING FRAMEWORK

## Appendix A: The 27-Point Recruiting Framework cont.

### 3) SEND OUT EMAILS/POSTS, AND YOU'LL SEE WHO'S ENGAGED. CALL THOSE LEADS FIRST.

#### Scripts:

#### 1. Get Comfy:

- Establishing rapport and trust is easier when you're comfortable in your approach.
- Speak authentically, listen actively, and ensure you're in a quiet, distraction-free environment when making calls or sending messages.

#### 2. "Did You Get It" Script:

- Purpose: This approach ensures agents have received and understood the information you've sent. It's also a non-intrusive way to initiate a conversation.
- Suggested Script: "Hi [Agent Name], just making sure you received our latest email on [Topic]? It's packed with information just for you."
- Approach via phone or messenger...doesn't have to be calls. It can be texts, fb messages, etc

Note: While calls can be more personal and effective, it's important to gauge the agent's preferred mode of communication. Texts, Facebook messages, and other platforms can sometimes be more convenient and less intrusive.

## THE 27 POINT RECRUITING FRAMEWORK

### 4) MULT-PLATFORM AGENT GROWTH

Diversifying your communication methods ensures a broader reach and caters to agents' preferences.

#### Post on All Channels:

- Why: Agents frequent different platforms. By being present on multiple channels, you increase your visibility and accessibility.
- Why don't you try...
  - Social Media: LinkedIn, Facebook, Twitter, and Instagram.
  - Email Newsletters: Weekly or bi-weekly updates.
  - Webinars and Virtual Meetups: Engage with the agent population in real-time.

THE 27 POINT RECRUITING FRAMEWORK

## Appendix A: The 27-Point Recruiting Framework cont.

### 5) OUTCOACH THE AGENT POPULATION'S CURRENT BROKER

To be a go-to resource and leader for your agent population, you should aim to provide more value than they currently receive. Outwork everyone in your area. Be the TOP resource...

#### **Post More to Your Personal Social Channels:**

**Frequency:** Aim for at least once a day.

**Benefits:** Regular posting establishes you as an active industry figure, keeps agents engaged, and showcases your expertise.

**Content Ideas:**

- o Daily tips or hacks related to real estate.
- o Market updates or news commentary.
- o Personal anecdotes or lessons learned in the industry.
- o Engaging questions to stimulate conversation and gather feedback.

THE 27 POINT RECRUITING FRAMEWORK

## Appendix A: The 27-Point Recruiting Framework cont.

### 6) POSTCARDS FOR NEW AGENTS

Sending postcards is an old but effective method to personally reach out and create a lasting impression on new agents. Timing is crucial to ensure the postcard gets noticed in the shuffle of their new venture.

#### **Where to Find Agent Lists:**

It's vital to have an up-to-date and accurate list of new agents to ensure your efforts yield maximum results.

1. Call Dept of Real Estate:
  - a. Benefits: This is often the most official source to obtain a list of newly licensed agents.
  - b. Tips: Know the regulations around obtaining this information, and there might be a fee involved.
2. Buy the List from Market View Broker:
  - a. Overview: Market View Broker can offer more filtered and specific lists based on your needs.
  - b. Consideration: Cost is a factor, but the convenience and specificity might justify the expense.
3. Call Your Favorite Escrow/Title/Lawyer:
  - a. Advantages: These professionals often have contacts in the industry and can provide or guide you to a fresh list of new agents.
  - b. Relationship Building: Regular communication with these professionals can lead to mutual referrals, benefiting your business.

#### **Worst case scenario...**

Copy someone else's card!

THE 27 POINT RECRUITING FRAMEWORK

## Appendix A: The 27-Point Recruiting Framework cont.

### 7) POSTCARDS AND CALLS TO AGENTS ON THE OTHER SIDE OF THE DEAL

Engaging with agents who have collaborated on the other side of a transaction can be a HUGE move. These interactions foster mutual respect, share insights, and potentially lead to a deeper professional relationship.

#### The Approach:

- No Hard Sell: It's essential to come off as genuine and not overly aggressive. The goal is to build relationships, not necessarily recruit right away.

#### Postcards:

- Content Ideas:
  - Reflect on the Deal: "It was great working with you on [property address]. Looking forward to more successful collaborations!"
  - Open Invitation: "If you're ever in the neighborhood or want to discuss the market trends over coffee, let me know!"
  - Provide Value: "Based on our recent deal, here's a market insight I thought you might find useful."
- Design: Keep it professional and in line with your branding. A photo of the property you worked on together can be a nice touch.

#### Calls:

- Opening: Start by thanking them for their cooperation during the deal.
- Share Insights: Discuss any challenges or successes you both faced and what you learned. It can be an excellent way for both of you to gain a fresh perspective.
- Networking: Express your interest in meeting for coffee or attending industry events together. This can pave the way for future collaborations and even referrals.
- Feedback: Politely ask for any feedback on your team's collaboration. This can provide valuable insights and show that you value their opinion.

## THE 27 POINT RECRUITING FRAMEWORK

## Appendix A: The 27-Point Recruiting Framework cont.

### 7) POSTCARDS AND CALLS TO AGENTS ON THE OTHER SIDE OF THE DEAL CONT.

#### Follow-Up:

- **Respect Boundaries:** If they're not interested in further engagement, respect their decision and thank them for their time.
- **Stay in Touch:** If the initial conversation was positive, consider sending occasional market updates, greetings during festive seasons, or relevant industry news.
- **Engaging with agents on the other side of a deal** is not only about expanding your network but also about enhancing your industry reputation and learning from each interaction. Guys, a genuine approach can go a long way in building lasting professional relationships.

THE 27 POINT RECRUITING FRAMEWORK

## Appendix A: The 27-Point Recruiting Framework cont.

### 8) AGENT ACCOLADE POSTS ON SOCIAL MEDIA

Publicly recognizing and celebrating your agents' achievements not only boosts their morale but also showcases the success and supportive culture of your team. Plus it's a great way to show off how good you are. Here's how to execute agent accolade posts effectively:

#### **Objectives:**

- Motivate Agents: Regular recognition can boost performance and commitment levels among agents.
- Branding: Showcases a culture of appreciation and success, potentially attracting prospective agents.

#### **Content Ideas:**

- Milestone Achievements: Celebrate when agents hit specific sales targets, close a challenging deal, or achieve personal bests.
- Anniversaries: Highlight when agents reach significant milestones with the team, such as 1-year, 5-year anniversaries, etc.
- Testimonials: Share positive feedback from clients about specific agents. It showcases their effectiveness and enhances their reputation.
- Behind-the-Scenes: Highlight an agent's dedication, like working late hours, going the extra mile for a client, or their teamwork.

#### **Engagement:**

- Call to Action: Encourage other team members and followers to congratulate the agent, fostering a sense of community.
- Shareable: Design the posts so that they can be easily shared by the agent, their friends, or other team members. It amplifies the recognition.

#### **Consistency:**

- Regular Recognition: While big achievements are essential, recognizing consistent effort and smaller victories can maintain morale.
- Schedule: Plan a regular schedule, like "Agent Spotlight Fridays," so followers and team members anticipate and engage with the content.

### THE 27 POINT RECRUITING FRAMEWORK

## Appendix A: The 27-Point Recruiting Framework cont.

### 8) AGENT ACCOLADE POSTS ON SOCIAL MEDIA CONT.

#### Authenticity:

- Genuine Praise: Ensure all accolades are genuine and based on real achievements. Overhyping or not being genuine can lead to mistrust.

By regularly celebrating and spotlighting your agents on social media, you're not only boosting team spirit but also creating an attractive environment for potential recruits who see value in being recognized and celebrated for their work.

THE 27 POINT RECRUITING FRAMEWORK

## Appendix A: The 27-Point Recruiting Framework cont.

### 9) INSTAGRAM TAGS STRATEGY

Utilizing Instagram tags is an efficient and cost-effective method to grow your network and recruit potential agents. Here's a structured approach:

#### **It's FREE:**

- Engaging with Instagram tags doesn't require any financial investment, only time and consistency.

#### **Hashtag Research:**

- Local Relevance: Focus on hashtags that local agents in your market use. This ensures you're reaching the right audience.
- In my market, Sacramento, tags such as #sacrealtor and #sacramentorealtor are popular.

#### **Follow Relevant Tags:**

- Stay Updated: By following these tags, you'll be updated with posts under these hashtags directly in your feed.
- Consistency: Regularly check these tags to stay engaged.

#### **Engage Actively:**

- Interactions: Whenever a post under these tags appears on your feed, like and comment.
- Commenting Strategy: Given that many agents receive minimal engagement, your comments can be impactful. Keep them positive, friendly, and encouraging.

#### **Content Posting:**

- Importance: Engaging with others is just one part; you must also have valuable content on your profile.
- Content Types: Videos, especially those offering insights or value, can be particularly engaging. Additionally, acknowledging agents' achievements can showcase a supportive team environment.

## THE 27 POINT RECRUITING FRAMEWORK

### 9) INSTAGRAM TAGS STRATEGY CONT.

#### Results & Perspective:

- Incremental Growth: This strategy can lead to a steady influx of agents showing interest every month.
- Holistic View: While this approach might not bring massive numbers immediately, it's an integral part of a broader recruitment strategy, akin to "one spoke in the KFR wheel."

THE 27 POINT RECRUITING FRAMEWORK

## Appendix A: The 27-Point Recruiting Framework cont.

### 10) ATTENDING OPEN HOUSES

Open houses are not only a staple in real estate for potential buyers but also an excellent networking opportunity for team leaders looking to recruit. By attending, you get firsthand interaction with active agents, observe their sales techniques, and gauge their potential fit for your team.

#### **Objectives:**

- **Networking:** Connect with real estate agents in a non-formal setting, creating relationships that can later be leveraged for recruitment.
- **Assessment:** Observe agents in action, understanding their sales techniques, professionalism, and interaction with potential buyers.

#### **Approach:**

- **Introduce Yourself:** When appropriate, introduce yourself to the agent, mentioning your role and genuine interest in the property.
- **Engage in Conversation:** Discuss the property, the market conditions, and other relevant topics to gauge the agent's knowledge and skills.
- **Avoid Disrupting Sales:** Remember that the primary goal for agents during open houses is to interact with potential buyers. Respect their time and don't overshadow their sales efforts.

#### **Post-Visit:**

- **Follow-Up:** If you found an agent particularly impressive, follow up with a personal note or a call. Express your appreciation for their time and potentially broach the subject of opportunities at your agency.
- **Track:** Maintain a list or database of agents you meet. Include notes about your impressions and any follow-up actions.

#### **Regular Attendance:**

- **Stay Updated:** Keep a pulse on the local market by attending open houses regularly. This not only helps in recruitment but also keeps you informed about market trends and competing listings, which you should be doing anyway!
- **Diversify:** Don't limit yourself to high-end listings or specific neighborhoods. Agents with potential can be found across different market segments.

### THE 27 POINT RECRUITING FRAMEWORK

## Appendix A: The 27-Point Recruiting Framework cont.

### 11) ATTEND INDUSTRY EVENTS

Industry events provide a fertile ground for recruitment, networking, and staying updated with the latest trends in real estate. They bring together professionals from all over, offering team leaders an excellent opportunity to scout talent and grow their teams.

#### **Objectives:**

- Networking: Engage with a broader spectrum of real estate professionals outside your immediate circle.
- Talent Scouting: Identify potential recruits who stand out in their knowledge, presentation, or networking skills.
- Knowledge Gathering: Stay updated with industry trends, tools, and best practices.

#### **Choosing the Right Events:**

- Relevance: Opt for events that align with your business goals and where the likelihood of finding suitable agents is high.
- Diversity: Attend a mix of local, regional, and national events to get diverse perspectives and meet professionals from different markets.

#### **During the Event:**

- Engage Actively: Participate in discussions, attend workshops, and engage with speakers and attendees.
- Set Up Meetings: If possible, schedule one-on-one meetings with professionals you're keen on discussing opportunities with.
- Collect Contacts: Network extensively and ensure you collect business cards or contact information.

#### **Post-Event Strategy:**

- Follow-Up: Reach out to the contacts you made during the event. Personalized emails or calls can make a significant difference.
- Evaluate: After each event, assess its value regarding recruitment leads, knowledge, and networking. This will help you refine your strategy for future events.
- Database: Maintain a database or CRM system to track contacts, potential recruits, and any follow-up actions.

### THE 27 POINT RECRUITING FRAMEWORK

### 12) INVOLVEMENT IN REAL ESTATE ASSOCIATIONS

Engaging actively in real estate associations can catalyze recruitment and networking. Here's how I do it:

#### **Benefits:**

- **Visibility:** Active participation increases your profile within the real estate community.
- **Networking:** Associations regularly host events, offering ample opportunities to connect with potential recruits.
- **Insight:** Stay updated with industry trends and regulations.

#### **Strategies:**

- **Committees:** Join committees or working groups to demonstrate leadership and commitment.
- **Attend Meetings:** Regularly attend association meetings, ensuring your presence is felt and recognized.
- **Offer Expertise:** Share your knowledge through panels, workshops, or mentorship programs.

#### **Post-Engagement:**

- **Follow-Up:** After association events, reach out to new contacts, fostering relationships for potential recruitment.
- **Feedback:** Provide constructive feedback to the association, positioning yourself as a proactive member.

THE 27 POINT RECRUITING FRAMEWORK

## Appendix A: The 27-Point Recruiting Framework cont.

### 13) DO YOU HAVE AN INCENTIVE PROGRAM FOR YOUR AGENTS TO REFER PEOPLE TO?

When your agents ask if you have an incentive program, you should only have one answer...

#### **YES! DUH! - REMIND THEM OFTEN:**

Leverage internal communication channels to remind agents about the benefits of the referral program periodically:

- Team Meetings: Briefly mention the program at regular intervals during team meetings.
- Email Blasts: Send periodic emails spotlighting successful referral stories and their benefits.
- Bulletin Boards: Use office bulletin boards or digital equivalents to highlight the program.
- One-on-One: Discuss the referral program during individual agent reviews or meetings.
- Intranet or Internal Portal: Feature the incentive program prominently, so it's always top of mind for agents.

THE 27 POINT RECRUITING FRAMEWORK

### 14) SCHOLARSHIP PROGRAM

Offering a scholarship can be an excellent way to attract budding talent into your team, especially those who are newly venturing into the real estate industry and eager to make sales and make a splash in the market.

#### Geographic Cost Specific:

- Local Focus: Tailor the scholarship for individuals in your specific region, ensuring the beneficiaries are likely to work in your market.
- Cost Analysis: Determine a scholarship amount that's generous yet sustainable, considering local living and education expenses.

#### Lookup Agent Scholarship Programs:

- Research Existing Programs: Investigate other scholarship programs in the real estate sector to gauge what's offered and how they're structured.
- Eligibility Criteria: Based on your findings, establish clear criteria for applicants. This might include academic performance, a demonstrated interest in real estate, and local residency.
- Promotion: Collaborate with local educational institutions, especially those offering real estate courses, to promote the scholarship.
- Evaluation: Periodically assess the effectiveness of the scholarship program in attracting potential recruits and adjust as necessary.
- Introducing a scholarship program not only serves as a recruitment tool but also showcases your company's commitment to supporting education and professional growth in the community.

### 15) MONTHLY HAPPY HOUR FOR YOUR TEAM

Regular informal gatherings can not only boost team morale but also serve as a subtle yet effective recruitment tool.

#### Invite Agents You Want to Recruit:

- Strategic Invites: Use the happy hour to introduce potential recruits to your team in a relaxed setting.
- No-Pressure Environment: Casual settings can be less intimidating, allowing prospective agents to get a genuine feel for the team's culture.

#### Agents Get Tighter with Each Other:

- Strengthen Bonds: Social events foster camaraderie, helping agents to connect on a personal level and strengthen professional ties. i. Create a Meet-Up Group:
- Naming: "City Name Real Estate Mastermind Happy Hour" is catchy and specific, hinting at both the fun and professional aspects of the gathering. Promotion:
- Share the meet-up on social media, within industry groups, and through word-of-mouth to attract a wider audience. Networking: Encourage your agents to invite
- their contacts, expanding the event's reach and potential recruitment pool. By blending networking with relaxation, monthly happy hours can bolster your
- recruitment efforts while promoting team unity.

THE 27 POINT RECRUITING FRAMEWORK

## Appendix A: The 27-Point Recruiting Framework cont.

### 16) LINKEDIN AI BOT

Utilizing AI-driven bots on platforms like LinkedIn can be a strategic approach to identifying and engaging potential recruits for your real estate team. These bots can automate specific tasks, making the recruitment process more efficient.

#### **Identify Prospective Agents:**

- Profile Scanning: Use AI to scan LinkedIn profiles for keywords specific to successful real estate agents, such as "top seller," "real estate specialist," or "property expert."

#### **Automated Outreach:**

- Initial Contact: Automate a friendly message to introduce your agency, express interest in their background, and invite them for a conversation.
- Follow-ups: Ensure the bot sends periodic reminders or follow-up messages to those who've shown interest but haven't responded.

#### **Monitor Engagement:**

- Track Interactions: Assess how many potential agents engage with the bot, respond to messages, and express interest.

#### **Here's where the magic happens...The Personal Touch!:**

- Transition from Bot to Human: After the initial automated messages, it's super crucial to shift to a more personalized interaction. This can involve setting up a call or meeting.

#### **Compliance and Ethics:**

- Respect Privacy: Ensure the bot doesn't violate platform rules or user privacy. Always make sure users know they're interacting with a bot and give them the option to opt out of messages.
- Transparency: Make it clear from the outset that an AI bot is initiating the conversation, ensuring potential recruits are not deceived.
- "Hi, I'm Alfred, the Big Block AI Bot! I'm here to help get you to the right person..."

### THE 27 POINT RECRUITING FRAMEWORK

### 17) GOOGLE ADWORDS FOR REAL ESTATE RECRUITING

Using Google AdWords (now called Google Ads) can be an effective way to target potential agents searching for real estate teams, brokerage opportunities, or professional development in the real estate sector. Here's how you can make the most of it:

#### **Keyword Research:**

- Relevant Phrases: Identify keywords that potential agents might use, such as "real estate team opportunities," "best real estate brokerage to work for," or "real estate career growth."

#### **Craft Compelling Ads:**

- Clear Value Proposition: Highlight the unique benefits of joining your team, like top-tier training, superior lead generation tools, or an unmatched commission structure. Strong Call to Action (CTA): Encourage clicks with clear CTAs like
- "Discover Your Potential" or "Join Our Winning Team."

#### **Landing Page Optimization:**

- Relevant Content: Ensure the ad directs to a landing page that offers pertinent information about joining your team, not just a generic home page.
- Lead Capture: Include an easy-to-complete form for interested agents to leave their details, ensuring quick follow-up.

#### **Geo-Targeting:**

- Localize Ads: If you're looking for agents in a specific area, set your ads to display only to those in your chosen region. e. Monitor & Adjust:
- Analyze Performance: Regularly review which keywords drive the most traffic and which ads have the best conversion rates.
- Budget Management: Adjust your bids based on the performance, ensuring you get the best return on investment.

## THE 27 POINT RECRUITING FRAMEWORK

## Appendix A: The 27-Point Recruiting Framework cont.

### 17) GOOGLE ADWORDS FOR REAL ESTATE RECRUITING CONT.

#### Remarketing:

- Stay Top-of-Mind: Target individuals who have visited your recruitment page but have yet to convert. Reminding them of your proposition might entice them to reconsider.

THE 27 POINT RECRUITING FRAMEWORK

### 18) LEVERAGING YOUR CURRENT AGENTS

Your existing team members can be one of the most powerful tools in recruiting new talent. They can provide valuable insights, connections, and referrals. After all, who better to promote your agency than those who experience its benefits daily?

#### Peer Recommendations:

- Direct Question: Simply asking, "Who would you love to work with?" can yield some unexpected and high-quality referrals.
- Encourage Reflection: Let your agents think about former colleagues, classmates, or other professionals in their network who might be a great fit for the team.

#### Testimonials and Success Stories:

- Promote From Within: Highlighting the success stories of your current agents can serve as compelling evidence for prospective recruits.
- Encourage Sharing: Request your agents to share their positive experiences on professional platforms like LinkedIn or even personal social media channels, widening your recruitment net.

#### Collaboration and Team Spirit:

- Group Discussions: Organize brainstorming sessions where agents can discuss the type of professionals they feel would complement the existing team.
- Culture Ambassadors: Make every agent feel like an ambassador of your company's culture, ensuring they're always ready and willing to vouch for the team's values and benefits.

# Appendix A: The 27-Point Recruiting Framework cont.

## 19) MAKE CALLS

Reaching out directly to agents on other teams can be a proactive approach to recruiting. However, it's essential to do this with tact, respect, and professionalism to maintain a positive reputation in the real estate community.

### Do Your Research:

- Know the Agent: Before making a call, ensure you know the agent's track record, specializations, and accomplishments. This helps tailor your pitch and shows you've done your homework.

### Craft a Respectful Pitch:

- Position as an Opportunity: Instead of making it sound like you're poaching, present your call as an opportunity for growth, better support, or advanced tools and training.
- Listen Actively: Let them discuss their current situation, aspirations, and challenges. Your pitch should be more of a conversation than a monologue.

### Confidentiality:

- Assure Privacy: Let the agent know that your conversation will remain confidential. This builds trust and allows for more open communication. d. Highlight Unique Benefits:
- Showcase Your Team: Share success stories, training opportunities, and any unique benefits your team offers that their current team might not.

### No Pressure:

- Casual Conversation: Frame the call as an informal chat about potential opportunities rather than a high-pressure sales pitch. f. Be Ready for Rejection:
- Stay Gracious: Not every agent will be interested, and that's okay. Yes, really! Thank them for their time and ask if they'd be open to staying in touch for future opportunities.

## THE 27 POINT RECRUITING FRAMEWORK

## Appendix A: The 27-Point Recruiting Framework cont.

### 20) SMART SETTER - SMARTSETTER.IO

Smart Setter is a platform designed to facilitate lead generation and appointment setting. For real estate team leaders, it can be a valuable tool in their recruitment strategy. Here's how to maximize the potential of Smart Setter for real estate recruiting:

#### Understand the Platform:

- Features & Benefits: Familiarize yourself with what Smart Setter offers. Does it integrate well with your CRM? How can it streamline your recruitment process?

#### Targeted Campaigns:

- Segmentation: Use Smart Setter to target specific segments of agents, whether based on experience, specialization, or other criteria.
- Personalized Messaging: Create custom messages tailored to each segment, highlighting the benefits and opportunities your team offers.

#### Appointment Scheduling:

- Automation: Utilize the platform's automation tools to schedule calls or meetings with potential recruits.
- Calendar Integration: Ensure Smart Setter is synced with your calendar to avoid scheduling conflicts and allow adequate prep time before each meeting.

#### Track & Analyze:

- Engagement Metrics: Monitor which campaigns or messages yield the highest engagement or response rates.
- Feedback Loop: After each scheduled meeting, use Smart Setter's tools to note feedback or comments about each prospective agent.

#### Continuous Engagement:

- Drip Campaigns: Create a series of follow-up messages or emails to keep your proposition top-of-mind for potential recruits, even if they're still waiting to make a move.
- Educational Content: Share valuable content, such as industry trends or insights, to position your team as knowledgeable and supportive.

### THE 27 POINT RECRUITING FRAMEWORK

### 21) RECRUITING CONTESTS

Recruiting contests are an excellent way to motivate and engage your team. By offering appealing prizes, you spark interest and encourage a competitive spirit among your agents.

#### Quarterly Recruiting Contests:

- Duration: We hold these every year runs for a quarter.
- Criteria: Set parameters for what qualifies as a successful recruit. This could be based on retention, performance, or other metrics.
- Prize: For us, it's usually a weekend in Tahoe, providing agents a chance to relax and rejuvenate.

#### Annual Contest:

- Duration: We used to do this, spanning the entire year with monthly or quarterly check-ins.
- Criteria: Given the magnitude of the prize, the requirements should be more rigorous. This could involve the number of recruits, subsequent performance, or other standards.
- Prize: A friggin' car, a huge incentive bound to grab attention and drive efforts throughout the year.

### 22) UTILIZING JOB PLATFORMS: GOOGLE JOBS & LINKEDIN JOBS

#### Platform Overview:

- Google Jobs: This is a job search tool from Google. It aggregates listings from various sources, including direct company listings and multiple job boards. Your post can appear directly in search results when someone looks for relevant roles.
- LinkedIn Jobs: This platform is compelling due to its vast network of professionals. Your job listing can reach both active job seekers and passive candidates who might be interested when they see the opportunity.

#### Strategy:

- Uniformity: To maintain consistency and brand integrity, post the same Indeed ad on both Google Jobs and LinkedIn Jobs.
- Optimization: Ensure that your job ad is optimized with relevant keywords so that it appears in search results. This is especially crucial for Google Jobs, where SEO plays a significant role.
- Engagement: On LinkedIn, engage with those interested in your post. It's an interactive platform so that quick responses can make a difference.
- Cost-Efficiency: Both platforms offer opportunities to post job listings for free, helping to maximize your recruitment efforts without additional financial strain.

### 23) WHITE LABEL A RE SCHOOL

#### What is a White Label RE School?:

- White labeling involves using the services or products of a third-party provider and branding them as your own. In real estate, this means partnering with an established real estate school and offering their courses under your brand name.

#### Benefits:

- **Credibility:** Work with a renowned name in real estate education. By associating with them, you instantly gain credibility and trust.
- **Seamless Onboarding:** Instead of agents looking elsewhere for their real estate education, they can get started within your ecosystem. This facilitates smoother transitions for recruits.
- **Revenue Stream:** While primarily a recruitment tool, this could also serve as an additional revenue stream if you decide to charge for the courses.

#### Implementation:

- **Branding:** Ensure that the courses reflect your brand's look and feel, even though the school provides the content.
- **Integration:** Incorporate these courses into your onboarding process. Make them easily accessible to recruits.

#### Continuous Improvement:

- **Feedback Loop:** Regularly collect feedback from agents who take these courses. It ensures that the courses meet their needs and allows for continuous improvement.

Collaborating with a reputed institution can significantly boost your recruitment efforts by adding value to what you offer potential agents. Best of all, it presents you as an entity that cares about their education and professional growth.

#### THE 27 POINT RECRUITING FRAMEWORK

### 24) LEAD MAGNET TO TRAINING

#### What is a Lead Magnet?:

- A lead magnet is a marketing term for a free item or service that is given away to capture potential clients' contact details, such as email addresses. In the context of real estate recruiting, it could be a piece of valuable content or tool designed to attract agents to your training programs.

#### Benefits:

- **Attracts Potential Agents:** Provides an incentive for agents to engage with your brand.
- **Builds Credibility:** Showcases your expertise and the value of your training programs.
- **Data Collection:** Allows you to gather contact details of potential recruits for future communications.

#### Lead Magnet Ideas:

- **eBooks:** Detailed guides on real estate best practices, market analysis, or other relevant topics.
- **Webinars:** Offer a free introductory webinar on a hot topic in the real estate world.
- **Tools & Templates:** Provide useful tools, like a CMA template or a property checklist.
- **Case Studies:** Demonstrate the success of your training with real-world examples.

#### Integration with Training:

- **Seamless Transition:** Once agents engage with the lead magnet, ensure a clear path to sign up for your entire training programs.
- **Special Offers:** Consider giving discounts or special deals on your training programs for those who engage with your lead magnet.

#### Promotion:

- Share your lead magnet across all your digital platforms, from social media to your website, to maximize visibility and engagement.

### THE 27 POINT RECRUITING FRAMEWORK

# 25) CONVERSION META ADS FOR RECRUITMENT

### Understanding Conversion Ads:

- Conversion ads are designed specifically to drive a user to take a specific action, whether it's signing up for a newsletter, attending a webinar, or in the context of real estate, expressing interest in joining a team.

### Benefits:

- Focused Targeting: These ads are shown to individuals more likely to convert based on their online behavior, interests, and other factors.
- Trackable ROI: Conversion ads allow for easy tracking of how many users complete the desired action, giving clear insight into the ad's effectiveness.
- Cost-Effective: By targeting only those likely to convert, you often get more bang for your buck.

### Key Strategies for Real Estate Recruitment:

- Define Your Audience: Know who you're targeting. Whether it's new agents, experienced agents looking for a change, or agents with specific specialties, make sure your ad speaks to them directly.
- Clear CTA (Call to Action): Be direct about what you want them to do. Whether it's "Join Our Dynamic Team" or "Discover Opportunities with Us," make it compelling.
- Visually Appealing: Use high-quality images or videos that reflect the culture and energy of your team. This can be team photos, success stories, or even snippets from training sessions.
- Highlight the Benefits: Communicate what sets your team apart. This could be training programs, a supportive team environment, access to top-tier tools, or other unique selling points.
- Retargeting: Consider retargeting ads for individuals who clicked on your ad but didn't complete the desired action. This gives them another nudge and increases the likelihood of conversion.

### Monitor and Optimize:

- Always keep an eye on the performance metrics. Monitor click-through rates, conversion rates, and overall ROI. If something's not working, adjust your targeting, messaging, or visuals based on the data.

## THE 27 POINT RECRUITING FRAMEWORK

### 26) INVITATIONS TO MEETINGS FOR RECRUITMENT

#### The Power of Personal Invites

Inviting potential recruits to meetings allows them to witness firsthand the culture, teamwork, and ethos of your company. A direct, personalized invitation can significantly impact a prospective agent's decision-making process.

#### Key Components of an Effective Invitation

- **Clarity:** Clearly mention the purpose, date, time, and venue of the meeting. Outline what they can expect, whether it's a training session, team discussion, or an open house.
- **Personal Touch:** Address the recipient by name, and mention something specific about them. This shows that the invitation isn't just a generic mass email.
- **Benefits:** Highlight the advantages of attending the meeting. Will there be networking opportunities? Will they learn something new that can benefit their career?
- **RSVP:** Include a method for them to confirm their attendance. This not only helps in planning but also adds a layer of commitment.

#### Types of Meetings to Invite Prospective Agents:

- **Training Sessions:** Allows prospects to see the kind of support and learning opportunities your team offers.
- **Team Huddles:** Demonstrates teamwork, camaraderie, and how challenges are tackled collaboratively.
- **Strategy Meetings:** Gives a glimpse into the forward-thinking nature of your company and how plans are formulated.
- **Celebration Events:** Showcases team achievements, milestones, and the lighter, rewarding side of being part of your team.

## THE 27 POINT RECRUITING FRAMEWORK

## Appendix A: The 27-Point Recruiting Framework cont.

### 26) INVITATIONS TO MEETINGS FOR RECRUITMENT CONT.

#### Follow-Up

- **Reminder:** Send a gentle reminder a day or two before the meeting. This can improve attendance rates.
- **Feedback:** After the meeting, reach out to see what they thought, answer any questions they might have, and gauge their interest in joining.
- **Thank You Note:** Regardless of their decision, thank them for their time. This leaves a positive impression and keeps the door open for future opportunities.

THE 27 POINT RECRUITING FRAMEWORK

### 27) AGENT PANELS - WEB AND IN-PERSON FOR RECRUITMENT

#### Key Components for Effective Panels

- **Diverse Representation:** Ensure that the panel includes agents from various backgrounds, experiences, and areas of expertise to offer a holistic view.
- **Moderation:** Have a skilled moderator to guide the conversation, keep the discussion on track, and field questions from the audience.
- **Structured Format:** While allowing for spontaneous discussion, it's helpful to have a structured format. This could include an introduction, a Q&A session, and a networking opportunity.

#### Web Panels:

- **Accessibility:** Enables a broader audience to participate, even those who may be geographically distant.
- **Recording:** Sessions can be recorded and shared later for those unable to attend live.
- **Interactivity Tools:** Utilize polls, Q&A features, and chat to engage participants.
- c. **In-Person Panels:**
  - **Personal Connection:** Offers a more personal, face-to-face interaction that can be more impactful.
  - **Networking:** Attendees can mingle before and after the panel, fostering connections and potential recruitment opportunities.
  - **Physical Collateral:** Distribute brochures, business cards, or other materials that can remind you of the event and your team.

#### Promotion and Outreach:

- **Event Platforms:** Use platforms like Eventbrite or Meetup for promotion and registration.
- **Social Media:** Share the event on your company's social channels and encourage panelists and team members to do the same.
- **Email Campaigns:** Send out invitations to your mailing list and consider segmenting to target specific groups.

## THE 27 POINT RECRUITING FRAMEWORK

## Appendix A: The 27-Point Recruiting Framework cont.

In wrapping up this journey through 'The 27 Point Recruiting Framework', I want to leave you with this - the essence of recruiting isn't just in numbers; it's in building a legacy. With each new agent that aligns with your vision, you're not just growing; you're fortifying the foundation of an unstoppable team.

Remember, this framework isn't a one-and-done deal; it's the blueprint for a continuous, dynamic strategy. You now hold the keys to a vault of proven methods to transform the trickle of interest into a steady, surging stream of top talent knocking on your door.

As you put these principles into action, keep the channels open. Share your wins, your tweaks, and even the hurdles you jump. The strength of this system lies in its evolution through leaders like you at the helm.

Don't let this be the end of our conversation. I'm keen to hear about the strides you're making, the impact you're creating, and the leadership you're demonstrating.

Reach out, stay connected, and let's keep setting the bar higher.

Here's to your success and the unstoppable growth of your team. Because when you grow, we all grow. That's the real power of a community driven by passion, innovation, and the relentless pursuit of excellence.

Take the next step. Commit. Be the change you want to see in your business.

With anticipation and excitement,  
Suneet

P.S. The journey doesn't stop here.

reside.  
P L A T F O R M

THE 27 POINT RECRUITING FRAMEWORK

# STOP WASTING TIME:

**Most real estate teams don't have a lead problem... they have a systems problem.**

**(FREE Offer! NO Pitch.)**

*If your business feels chaotic, agents aren't following through, or growth has stalled, our FREE Team Growth Audit will help you identify exactly what's holding your team back, and what to fix first.*

*In this 30-minute strategy session, we'll break down your operations, accountability, lead flow, tech stack, and team structure to uncover the bottlenecks slowing your growth.*

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**Suneet Agarwal**

**Email: [Suneet@resideplatform.com](mailto:Suneet@resideplatform.com)**

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