

— FREE LIVE WEBINAR

The 8 recruiting mistakes *killing* your team.

HOSTED BY SUNEET AGARWAL

reside.
PLATFORM

I had the corner desk.

*All I could see
was what **wasn't working.***

I didn't own the business.

The business owned me.

“Your expectations are the problem.

Not your people.

KFR — keep freaking recruiting.”

*I was waiting for the people I had to
become great.*

*Instead of bringing in more to find
the great ones.*

**8 mistakes. All the
same problem.**

You're waiting.

You're waiting
for *perfect*.

"Once the new office is done."
"Once I hire the assistant."
"Once the market settles."
"Once I switch brokerages."

Bezos doesn't wait.

Tesla doesn't wait.

Apple doesn't wait.

Why are you?

Don't wait for

The **new** office

The **key** hire

A brand **change**

Start before you're ready.

Today.

Nobody knows
you're **recruiting.**

*“ I post about it
sometimes.
People know. ”*

Crab feed with my
Aunt Monica.

Agent calls her prospecting

Agent: "Want to sell your house?"

Aunt Monica: "No, but when I do - nephew"

Agent: "Who's your nephew?"

Aunt Monica: "Suneet Agarwal"

“Oh I know Suneet.

Is he hiring?”

“I know he is.

He’s always hiring.”

My personal Facebook:

32M
views

28
days

**Every agent in your market
should choke on your face.**

You headline is
garbage.

**The headline does
80% of the work.**

Bombs

"Hiring Realtors"

"Real Estate Agent Position"

"Join Our Team"

"Looking for Motivated Agents"

Converts

"Hot Web Leads for Agents — No Cold Calling"

"We Set Your Appointments For You"

"Company-Provided Leads, 70/30, Full Training"

"Make \$100K Your First Year"

Features + benefits.

Not job titles.

118-Character Hook

- Statement, not question.
- Stop the scroll.
- Open loops + tension.
- No clichés.

ChatGPT Prompt — Screenshot This

Rewrite my Indeed ad using a features-and-benefits hook.

The ad must:

- Lead with a benefit, not a job title
- Use specific numbers
- Be under 60 characters
- Avoid clichés like "join our team"

Here's my current ad: [paste]

**Your blasting cold lists
instead of building one.**

**“ I bought a list of 5,000 agents.
I’ll blast everybody. ”**

Build from

- *Co-brokers from every transaction*
- *Indeed applicants (even rejected)*
- *Opt-ins from lead magnets*
- *Small segments of purchased lists*

3 Email Co-broker Sequence

1. Escrow opens
2. Contingencies clear
3. Close of escrow

Then → main list, 1-2x/week.

1-2 Emails per week.
Forever.

Your list compounds.
Social can disappear tomorrow.

Blasting = one big swing.

Building = daily action.

KFR is daily.

Your won't pick up the
damn phone.

“

I need a better funnel.”

“Better CRM.”

“Better website.”

“Better marketing.””

47,556

calls

7,212

contacts (15.2%)

546

appointments (7.6%)

3,900+

appointments since June

88 *calls* =
1 appointment.

“ How can I expect my agents
to make the dials I want them to make
when I'm not making the dials
I need to make? ”

Start with the warm.

“Did you get it?”

The script

"Hey [Name], this is Suneet.
I sent you a video last week
on building a recruiting funnel.

Did you get a chance to check it out?"

Get Comfy

"Hi Super-Agent, this is Suneet
from [Your Team Name].

I know you're probably happy at your current company.

But if anything ever changes —
we'd love to be your destination team."

Text

"Hi, this is Suneet with [Team].

I know you're probably happy at your current company,
but to put it bluntly — we're super busy.

Way too many appointments, need more agents to help.

Want to hop on a call?"

You present.

**You don't have a
conversation.**

“Time to pull out the team deck.
Splits. Tech. Leads.
Show them everything.”

"If you could wave a magic wand
and design the perfect team to be on —

what would it look like?"

What agents actually want:

Support · Training · Tech
Pay · Branding · Culture · Office

30 minutes. Maximum.

Your picker is broken
if it takes longer.

You fold on
“I need to think
about it.”

*Closed mouths
don't get fed.*

Replies to “I need to think about it”

1. "What's your decision process?"
2. "If I didn't talk to my wife, she'd kick my ass."
3. "I'll call Thursday at 11."
4. "DocuSign coming — review together. If you're ready, sign."

Your pulling the
wrong lever.

The 5 Diagnostic Questions

1. **Invisible?** → fix attention
2. **Forgettable?** → fix capture
3. **Ghosting list?** → fix engagement
4. **Avoiding phone?** → fix conversion
5. **Wrong agent?** → fix avatar

**Which one am I avoiding
because it's hard?**

That's your answer.

Every mistake is the same mistake.

You're waiting.

KFR is the opposite of waiting.

Cheat codes:

- Indeed ad → live today
- Boost 3 posts → \$5 each
- Call email openers → Did You Get It
- Podcast → 1 film, 10 cuts
- Pipeline, not campaign.

All eight, in one place.

01 Waiting for perfect.

02 Nobody knows you're recruiting.

03 Garbage headlines.

04 Blasting cold lists.

05 Won't pick up the phone.

06 Presenting instead of conversing.

07 Folding on "let me think."

08 Pulling the wrong lever.

Thanks for staying to the end.

Take all of this home.

- 01 The Get Comfy Call Framework
- 02 The 27 Point Recruiting Framework E-Book
- 03 A free business audit



BEFORE WE WRAP

Open Q&A.

I'll stay until the questions stop or we run out of time.

AND ONE FREE OFFER

A free business audit with the Reside team.

Not a pitch. Just a conversation about your business.



THANK YOU FOR BEING HERE.