

# THE 8

# RECRUITING MISTAKES

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K I L L I N G   Y O U R   T E A M

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## A NOTE FROM SUNEET

Ten years ago, I was sitting at the smallest desk in my office. Right next to the fridge. Right next to the copy machine.

I told myself it was servant leadership. Looking back, I was just spinning my wheels – obsessing over the agents I had instead of going out and getting more.

My coach at the time said something that stopped me cold:

***Your expectations are the problem. Not your people. Keep friggin' recruiting.***

That was it. That was the whole answer.

I stopped trying to fix everyone on my roster and started treating recruiting like the non-negotiable daily activity it is. Within a year, everything changed. We became the number one team in Sacramento, and we've held that spot for seven years straight.

Now I spend most of my week on the phone with team leaders all over the country. Smart people. Good markets. Real potential. But the team isn't growing. Recruiting feels hard. Something's stuck.

It's always one of the same eight things.

I wrote this guide because I've made most of these mistakes myself, and I've watched hundreds of other team leaders make them too. Nothing in here is theoretical. It's what I've lived, tested, and seen work at scale.

Pick one thing from this guide and go do it today. Not this week. Today. That's how it starts.

- *Suneet Agarwal*



# INTRO

# MISTAKE 1

## YOU'RE WAITING FOR PERFECT

I've changed brokerages at least five times. I've opened a brokerage. Closed one. Moved my entire agent roster through every one of those transitions.

I never stopped recruiting for a single day.

I was literally having recruiting meetings and whispering to prospects, "Hey, we're actually about to move – here's what the comp plan is going to look like at the new place." I was recruiting in the middle of chaos. Because I had to. Because if I waited for things to settle down, they never would.

Here's what I hear from team leaders all the time:

### THE LIE

"I'll recruit harder once the new office is done."

"Once I get the assistant hired."

"Once the market settles."

"Once we get through this transition."

I get it. I've said all of it. But that perfect moment you're waiting for? It's not coming.

Amazon is dealing with billion-dollar problems. Tesla is dealing with billion-dollar problems. Apple is dealing with billion-dollar problems. They're not waiting for things to calm down. They're shifting and fixing as they go.

***The plane gets built when you're flying it. That's the only way it ever gets built.***

### THE FIX

Start before you're ready. Start ugly. Start today. Your perfect moment is now.

# MISTAKE 2

## YOU'RE WAITING FOR PERFECT

A few years ago I was at a crab feed with my Aunt Monica. She told me about an agent who had cold-called her about selling her house. My aunt told him she already had a realtor. He asked who. She said her nephew – Suneet Agarwal.

There was a pause.

The agent said: "Oh, I know Suneet. Is he hiring?"

And my aunt said: "Oh, I know he is. He's always hiring."

**My aunt knew. A random agent in my market knew. Does everyone in your market know?**

If the answer is no, or even maybe, that's your problem right there.

My personal Facebook page did 32 million views in 28 days. Not because one post went viral. Because I show up every single day. I post whether or not the content is perfect. I post when I don't feel like it. Volume is the strategy.

Go post "Now Hiring Awesome Agents" on Facebook right now. I'm serious; do it while you're reading this. Team leaders who do it during my webinars report getting recruiting appointments before the session is even over.

### THE FIX

Post one reel and one post per day, minimum. Cross-post everywhere – LinkedIn, TikTok, Instagram, Twitter.

Put an A-frame sign outside your office: NOW HIRING AWESOME AGENTS.

Every agent in your market should see your face so often that ignoring you takes effort.

# MISTAKE 3

## YOUR HEADLINE IS GRABAGE

David Ogilvy – the guy who basically invented modern advertising – said you spend 80% of your ad dollar on the headline. The headline is the whole game. And most team leaders waste it completely.

Here's what I see everywhere:

Hiring Realtors. Real Estate Agent Position. Join Our Team. Looking for Motivated Agents.

That is not a headline. That is a job title. And it looks exactly like every other posting on Indeed, which means you're invisible before anyone even clicks.

Your prospect isn't looking for a job title. They're looking for what's in it for them.

### THE HEADLINES THAT ACTUALLY WORK

Hot Web Leads for Agents.

- We Set Your Appointments. Company-Provided Leads.
- Make \$100K Your First Year.

Lead with what they need, not what you need.

This applies everywhere: your Indeed posting, your Facebook ads, your Instagram bio, your email subject lines. If your headline doesn't immediately answer "what's in it for me," rewrite it.

### THE FIX

Lead with benefits.

Cut the job titles.

# MISTAKE 4

## YOU'RE BLASTING COLD LISTS INSTEAD OF BUILDING ONE

I made this mistake big. Like, really big.

I pulled a list of every licensed agent in Sacramento, about 16,000 people, and dumped them all straight into MailChimp. I hit send and thought I was crushing it.

Two months later, I couldn't get a single email delivered. Not to agents. Not to title companies. Not even to my own leads in my CRM. My domain was completely burned. I had to start over from scratch.

Don't do what I did.

### **Social media platforms can disappear. Your email list is yours forever.**

Here's how I build it now: Every agent I co-broke with on a transaction goes into my CRM. Every lead from Indeed goes in. Every person who downloads something I've put out goes in. I'm adding to the list constantly, but only people who have some connection to me.

If you buy a list, don't dump it all in at once. Add 10 contacts every other week and let your sending reputation warm up slowly.

### THE CO-BROKER SEQUENCE

**Email 1 (escrow opens):** "Great working with you – looking forward to a smooth close."

**Email 2 (contingencies clear):** "We're cruising. Love how you're handling this one."

**Email 3 (closing):** "That was a pleasure. If you ever want to see how we run things, my door's always open."

After those three – one or two emails a week. Every week. Forever.

Real estate tips, market insights, wins, behind-the-scenes. Show up in their inbox consistently. That's what they're looking for in a leader.

### THE FIX

Build a warm list. Email it consistently. Never stop.

# MISTAKE 5

## YOU WON'T PICK UP THE PHONE

I'm going to say the thing nobody wants to hear.

You don't need a better funnel. You don't need a better CRM. You don't need a new website or a new platform or a new strategy.

You need to pick up the phone.

88 cold calls  
= 1 recruiting appointment

I've tracked this obsessively. From 47,556 calls made in a single month: 7,212 people picked up – about a 15% connection rate. Those calls produced 546 recruiting appointments. Over six months, that's over 3,900 appointments.

Want 10 appointments a month? Make 880 calls. Want 20? Make 1,760. The math doesn't lie and it doesn't care about your feelings about cold calling.

**How can you expect your agents to make the dials you want them to make when you're not making the dials you need to make? The team mirrors the leader. Always.**

### THE DID YOU GET IT CALL SCRIPT

Best for: people who've opened your emails 2-3 times, they already know you.

"Hey, this is Suneet. I sent you an email last week about generating leads from social media. Did you get a chance to check it out?"

That's it. Yes or no, the conversation starts.

# MISTAKE 5

## YOU WON'T PICK UP THE PHONE

### THE "GET COMFY" CALL SCRIPT

Best for: colder prospects you haven't connected with yet.

"Hi, this is Suneet from [Team]. I know you're probably happy at your current company, but I just wanted you to know – if anything changes, we'd love to be your destination team."

Then stop talking. Let them answer.

### THE TEXT (IF YOU'RE STILL NOT CALLING)

"Hi, this is Suneet with [Team]. I know you're probably happy where you are, but to put it bluntly – we're super busy. We have way too many leads and appointments, and we need more agents. Want to hop on a quick call?"

Send that to 25 people a week. It works.

### THE FIX

Block one hour every day and dial. No exceptions.

# MISTAKE 6

## YOU PRESENT INSTEAD OF HAVING A CONVERSATION

When I know a recruiting appointment is coming up, my instinct used to be to prepare. Pull the deck. Review the tech stack. Line up the talking points. Walk them through every lead source we have.

I was killing deals before they started.

Feature dumps lose deals. Every time. Nobody joins a team because of a slide deck.

Here's what I do now. At the start of every recruiting appointment, I ask one question:

***"If you could wave a magic wand right now and design your perfect team, what would it look like?"***

Then I shut up.

What comes out of their mouth tells me everything – what they want, what they're missing, what they've been burned by before. Those are the only things I address. Nothing else.



# MISTAKE 6

## YOU PRESENT INSTEAD OF HAVING A CONVERSATION

After thousands of these conversations, I've noticed agents almost always want two or three things: support, training, technology, fast pay, leads, branding, culture, or a physical office.

My job in that 30-minute meeting is to figure out which two or three they care about – then show them we have it.

That's it. Thirty minutes. Not two hours, not a full tour, not a follow-up packet.

### THE TRUTH

You can't tell who's going to be a great agent in a 30-minute conversation.

My philosophy: hire everyone with a license and a pulse.

Let your onboarding process be the filter.

### THE FIX

Ask the magic wand question. Listen more than you talk.

# MISTAKE 7

## YOU FOLD WHEN THEY SAY "I NEED TO THINK ABOUT IT"

This one kills me every time I see it.

Agent comes in. Appointment goes well. You connect. They say they need to think about it. And you say, "Of course, take your time. Let me know."

They never let you know. You follow up once and it goes nowhere. You assume they went somewhere else.

What actually happened is you folded. You left the door open and nobody walked back through it.

***Closed mouths don't get fed.***

### MY 4-STEP PROCESS

STEP 1

#### **Acknowledge it.**

"Got it. What does your decision-making process look like?"  
Let them tell you who's involved and what they're weighing.

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STEP 2

#### **Build rapport.**

"Of course – if I didn't run something this big by my wife, she'd kick my ass." Say it with a laugh. The tension breaks.  
Now you're two humans talking.

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STEP 3

#### **Lock in a specific follow-up.**

"Today's Thursday. I'm going to send you a calendar invite for next Thursday at the same time and I'll call you then." Not "I'll check in." A specific day, time, calendar invite.

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STEP 4

#### **Send the contract.**

"I'm going to go ahead and send you the agreement through DocuSign so you and your spouse can review it together. If it feels right, just sign and we can get started the next day."

# MISTAKE 7

## YOU FOLD WHEN THEY SAY "I NEED TO THINK ABOUT IT"

Now they have a contract in their inbox. They have an appointment on the calendar. You've made it easy to say yes – and you've created a natural deadline. You haven't been pushy. You've been a professional.

### THE FIX

Never leave an appointment without a specific next step and a contract in their hands.



# MISTAKE 8

## YOU'RE DOING THE WRONG THINGS

I see this one constantly. Team leader reads a great book. Listens to a podcast. Attends a seminar. Gets fired up. Goes home and... spends three hours redesigning their website.

Or builds a new funnel. Or researches a new CRM. Or spends a week on a new content strategy.

All of it comfortable. None of it the thing that actually moves the needle.

### THE DIAGNOSTIC I USE WITH EVERY TEAM LEADER I COACH

FIVE QUESTIONS. ANSWER THEM HONESTLY.

1

Are you invisible? If agents in your market don't know you exist, nothing else matters. Fix visibility first – more posts, more emails, more showing up.

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2

Are you forgettable? People see you, but they're not opting into anything. You need a lead magnet. Give them something valuable and make it easy to raise their hand.

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3

Are you ghosting your own list? You built the list but you're not emailing it. Start. Email every week. Then call the people who open it.

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4

Are you avoiding the phone? If yes, this is your answer. Block one hour today – not this week, today – and make calls. Eighty-eight calls gets you one appointment.

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5

Are you chasing the wrong agents? Stop spending all your time trying to land one unicorn. Cast a wider net. Hire for potential, not current production.

# MISTAKE 8

## YOU'RE DOING THE WRONG THINGS

**Which one of these are you avoiding because it's hard? That's your answer. That's the one you work on first.**

Recruiting is not a campaign. It's not something you turn on when you need people. It's a daily practice – one call, one post, one email at a time – that you never turn off.

### THE FIX

Block one hour every day and dial. No exceptions.

Block one hour every day. Protect it. Don't let anything touch it.  
KFR. Every single day.



# THE 8 MISTAKES AT A GLANCE

1

Waiting for perfect – start before you're ready

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2

Nobody knows you're recruiting – get omnipresent

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3

Garbage headlines – lead with benefits, not job titles

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4

Blasting cold lists – build a warm list that compounds

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5

Won't pick up the phone – 88 calls = 1 appointment

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6

Presenting instead of conversing – ask the magic wand question

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7

Folding on objections – follow the 4-step process

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8

Doing the wrong things – run the diagnostic, fix the hardest one

# THANK YOU FOR READING

Every one of these mistakes is a version of the same thing: waiting.

I've been there. I sat at that small desk next to the fridge and waited for things to be easier, for the timing to be better, for the right people to show up.

They don't show up. You go get them.

Act now. Do it imperfectly. Do it every day.

## WANT TO KNOW WHICH MISTAKE IS HOLDING YOU BACK?

Book a free 45-minute business audit with the Reside team.



We look at your numbers, your funnels, your team structure.  
We tell you exactly where you're stuck and what to fix first.

No pitch. No agenda. Just a diagnosis, from people who've  
been in the trenches.