

The 40-10 Rule

Reside Platform



10



15 hires. 90 days.

Recruiting solves all your problems.



Stop recruiting.
Start attracting.



“

**We turned away more than we
hired.**





You're the shark.
Not them.



1st wants and needs

2nd what I heard you say

3rd is this a fit?



3–5 transactions a year.

the sweet spot



The \$1M and \$2M producers.

Lost in the shuffle.



BEAT 3 — THE BROKEN PICKER

TEAM

TEAM

YOU

TEAM

TEAM

Two above. You. Two below.

Right now.
Not January.



BEAT 4 — THE MATH

LEADS

\$ _____

SYSTEMS

\$ _____

RECRUITING

\$ _____



BEAT 4 — THE MATH

18

AGENTS

\$425K

AVG PRICE

7

UNITS / AGENT

\$53M

VOLUME

2.5%

COMMISSION

30%

TEAM RETENTION

\$401K NET

Illustrative model for a realistic small growing team — not a RESIDE benchmark.

20% growth = 26 units = \$11M = \$82,500

5 new @ 1.5 + 2 experienced @ 5 + 1
experienced @ 8

one new agent every 10 weeks · three experienced agents over 4 months



Hire 3. Let 1 go.
Stay net positive.

