



RECRUIT FOR LONG TERM SUCCESS

Whether you have a small, medium or large brokerage, one of your most important tasks is growing your business by recruiting new agents. Not only do new agents bring revenue to your company, they also bring excitement and new energy to your office. The success of your real estate agents directly affects your company's success.

Before you start contacting recruits, prepare a list of the **benefits your company has to offer.**

Then, once you've made contact, find out what motivates your prospective recruits. You might assume agents always go where higher commission splits are offered. However, this is not usually the case. Many are looking for training along with the support of a good company to help them succeed or improve their sales numbers.



TIPS FOR RECRUITING PRE-LICENSE PROSPECTS



Pre-license prospects are those who are interested in becoming real estate agents, but are not yet licensed.

Some ideas for recruiting pre-license prospects include:

- creating an employment section on your company's website offering training for new licensees;
- renting a booth at a local job fair;
- posting flyers at your local community adult schools and community college; and
- placing ads on internet job boards.

TIPS FOR RECRUITING NEWLY LICENSED AGENTS

These agents have just received their real estate licenses, but are not yet affiliated with a broker. Usually, the CalBRE charges for this list, but as a **CalPaces** member, you can download a list free from the [Recruit Local Licensees](#) link on our **CalPaces** Broker Affiliate page.

Some tips for recruiting newly licensed agents include:

- mail a letter to introduce yourself and your company [[See first tuesday's New Agent Recruiting Letter](#)];
- boast about the tools you offer that can help them move forward with their real estate careers; and
- provide training information for new agents on your website and directing them to visit you on the web.



TIPS FOR RECRUITING EXPERIENCED AGENTS



This group includes active agents affiliated with other brokers. Experienced agents are generally the hardest to recruit. Most are content where they are, and even those who are not may not admit their discontent. Although soliciting another broker's agents is fair game, be tactful about your approach. **Personal contact is best.**

Some tips when recruiting experienced agents are:

- call them direct and discuss the benefits of joining your team;
- be respectful to these agents and their companies; and
- be honest about what you offer.

RECRUITING TOOLS FOR YOU

Through **first tuesday's** CalPaces broker appreciation program, you receive a wealth of benefits to help you grow your business. Recruiting letters, licensing infographics and our local licensee look up tool are all available from your CalPaces homepage.

