



RECRUITING ASSESSMENT

Every loser has a goal and every winner has a plan!

Presented by: Prospect Boomerang

Why Take a Recruiting Assessment?

An Assessment is an integral part of growth. Fundamentally, it determines whether or not the systems that a person is using to achieve their recruiting goals actually has a chance to succeed. You see an assessment does not just look at the goals that someone wants to accomplish. That is what many programs do, help you set a goal and then tell you strategies to achieve that goal. Sounds great right? The truth is that you may have some strategies that are extremely productive and only need to be fine-tuned or memorialized so that other can follow that system to success. Other parts of your plan may just plain out suck. That is where an assessment comes into play. It helps you to take an objective view of what you are trying to accomplish by benchmarking what you are doing. If done correctly and followed up with properly an assessment can ask tough questions that lead to break through answers.

Today's brokerages need to understand the real estate landscape is ever changing. Most understand that but believe it does not "really" affect them in their day to day business. They think they can hide from the change.

Since recruiting is ultimately such a huge part of the brokerage business knowing not only the basics of how to meet an agent but making sure they fit into your big picture is more important than ever. Tomorrow's brokers must be able to think critically, to analyze, and to make strategic changes in how they operate. That begins with recruiting and here are a few more reasons why its so critical going forward:

Assessment drives growth

If done well, the assessment creates a starting point that show progress as the right systems and processes are put into place so everyone can see the benefit of their joint efforts.

Assessment informs every one of their progress

Having a good team is so important to having a bright future. An assessment can show them where they are and lay the foundation of where it is exactly that the company is going. This helps everyone feel comfortable with their day to day choices of how they spend their time and motivates them when they see their successes.



Recruiting Assessment

Office/Manager Profile

Manager Name: _____ Date: _____

Goals: Units _____ Volume _____ Income _____ Anniv. Date _____

Personal Goals: _____ Recruiting Goals: _____ Planned Attrition: _____%

4 Source(s) of Recruits: _____

Recruiter Personality: Amiable _____ Analytical _____ Controller _____ Promoter _____

#Staff in Coaching: Sales Assoc: _____ Admins/Legal _____ Other _____

Coaching Frequency _____ Coaching Intensity _____

Education avg of staff: _____ #High School (____) #College (____) #Other (____)

Office Primary Challenges: _____

Solutions: _____

Ongoing Training/Sales: _____

Ongoing Training /Admin/Legal: _____

Notes: _____

Recruiting Assessment Overview



ITEM 1: BENCHMARK	Yes	No	n/a
I have at least 5 processes that I actively recruit?			
I have a defined and duplicate able system for each of my recruiting processes?			
My staff (employees AND agents) understand the importance and their role in recruiting?			
I enjoy how I recruit			

ITEM 2: Interview and Appointment Processes	Yes	No	n/a
I have a defined and written appointment setting system/process.			
I have a defined and written interview process			
I have a defined and written pre-interview method of delivering my companies value proposition and value.			
I have a defined and written post-interview method of ensuring engagement.			
I have a defined missed appointment process.			
Do you explain your compensation plans during interviews?			

ITEM 3: Recruiting Strategies	Yes	No	n/a
Do you use the same recruiting strategy for every agent?			
Do your agents feel obligated to assist in your growth?			
Does your culture demonstrate your company being profitable from recruiting?			
Is there an incentive for your administrative staff to assist in your growth through recruiting?			
Are your "company support" services part of your recruiting advertising?			
Do you have brand advertising as part of your recruiting strategies?			
Is there a set schedule that you conduct recruiting activities and recruiting appointments?			
Are your recruiting strategies progressive vs. traditional?			
Are you open to learning new strategies to recruit new and experienced agents?			

Recruiting Assessment Overview



ITEM 4: Recruit Marketing	Yes	No	n/a
Do you cold call for recruiting appointments?			
Do you engage coop transactions to get appointments?			
Do you have a connection with a real estate school?			
Do you have a recruiting budget?			
Do you have a fee payable to agents/staff that help you recruit?			
Do you know your advertising cost per hire?			

ITEM 5: General Recruiting Topics	Yes	No	n/a
Do agents from your market ever call and ask to meet with you to learn more about your office?			
Do you know how much company dollar you make on average for a new agent and experienced agent hire?			
Do you know how many hires it would take to double your annual profitability?			
Do you offer anything that no other brokerage offers?			
Do you put your intent to hire offer to experienced agents in writing?			
Are you afraid of recruiting?			
Are you well known in your market?			
Do you look at other companies that actively recruit as being “just out for the dollar”?			
Are you active in your local Board of Realtors ® ?			
Are you active on social media from a recruiting and lead generation perspective?			
Have you ever participated in recruiting seminars, group discussions, or recruiting mastermind groups?			

Additional data to share:



WEEKLY RECRUITING ACCOUNTABILITY REVIEW

Name		Date	
Annual Recruiting Goal		YTD % Achieved	
New Agents and %		EXP Agents and %	
Coaching Frequency		Contact Date	
Successes this period			

Courses

Source	Appt.	Interview	Offers	Hires	Notes
Next Event					

What Courses are being attended and their objective:

Staff and program concerns and solutions

Obstacles to hires

How were your Tech Skills-Admin Skills-Contract Skills-and Sales Skills since we met last?

What issues or concerns do you have that I we can help with?