



# 3 Strategies to Recruit Productive Agents

## Strategy #1: Know your numbers to set your recruiting goal!

Formula	Your Calculation
Ave SP x Ave Commission % = Ave GCI	
GCI x Retained % = Company \$ per unit	
Profit goal + 2019 annual expenses = Comp \$ goal	
Comp \$ goal divided by comp \$ per unit = # units needed.	
Unit goal – 2019 units = Additional units needed “X”.	
2019 units divided by # of agents = Ave PPP	
“X” divided by PPP = productive agents needed	
Productive agents needed + churn # = recruiting goal.	
New agents vs experienced hires = adjust recruiting goal accordingly	

## Strategy #2: Create Your Recruiting Personas

By creating recruiting “personas,” you get a clear picture of the types of agents who will best fit your organization. This clarity will drive marketing messaging, the recruiting funnel, positioning and your company’s agent offering.

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T3 Fellows Persona Worksheet

Persona Name

Quote

Motivated by

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**Demographics**

Age	
Career Experience	
Real Estate Experience	
Marital status and family	
Financial	
Other demographics	

**Resources**

Resources	%	
Time	20	<div style="width: 20%;"></div>
Money	95	<div style="width: 95%;"></div>
Network	75	<div style="width: 75%;"></div>
Leads	50	<div style="width: 50%;"></div>
Customer Skills	50	<div style="width: 50%;"></div>
Sales Skills	50	<div style="width: 50%;"></div>
Tech Skills	50	<div style="width: 50%;"></div>

**Challenges**

Notes: in the challenges section, list out all of the various obstacles that this persona faces.

This agent is challenged by

- 1
- 2
- 3
- 4
- 5
- 6
- 7



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## Strategy #3: Create and Implement Fundamental Recruiting Practices

[ 1 ] Sourcing and Prospecting	<p>The recruiting process has a number of steps, and most of these, if not all, should be on your weekly and monthly schedule. Accountability to regular practice will be what drives your business forward.</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
[ 2 ] The Call	
[ 3 ] Relationship Building Meeting	
[ 4 ] Following Up	
[ 5 ] Needs Analysis Meeting	
[ 6 ] Crafting Your Offer	
[ 7 ] Presenting Your Offer	
[ 8 ] Closing	
[ 9 ] Handling Objections	
[ 10 ] On-Boarding	

**T3 Fellows** is a brokerage and team development program that combines expert consulting, masterminding with peers and competitive education from the real estate industry’s leading research and management consulting firm, T3 Sixty. This program is geographically exclusive to participants, and space is limited. To see complete details of the Fellows program, visit [www.T3Fellows.com](http://www.T3Fellows.com) . If you have questions, please contact Dean Cottrill at [dean@t3sixty.com](mailto:dean@t3sixty.com), or schedule a 30-minute confidential discussion about the program at <http://bit.ly/deant3consult>.

### **What participants have accomplished by working with T3 Sixty in the Fellows program:**

*Increase of 20% of our volume...and a very large increase in the number of recruits.*

*When I look at the amount of revenue I've generated as a result of being in the program, it's been a very good investment. –Paul Baron, C21 Leading Edge*

*...increasing my bottom line and helping me grow my company substantially, making it more profitable. –Dava Davin, Portside Real Estate Group*

*Through the last 2 years, we had a 7-figure profit, and on top of that, due to efforts and the mentorship within the program, we were recently able to double that 7-figure profit. –Matt Curtis, Matt Curtis Real Estate*