

## **ROMANCING THE STARS!!**

### **with Bill Fields**

*How to develop a positive, productivity based culture that rewards, recognizes and attracts the best real estate agents in any market.*

Why is recruiting no longer optional for a successful office?

Why don't we spend more time recruiting?

Recruiting by the numbers: Defining your office recruiting goals

Analyzing current agent perceptions, market conditions and competitor weaknesses

Determining the best recruiting opportunities in your market

The "3 P" Rule every successful recruiter must know

Top 10 reasons why agents change companies

The fundamentals to a successful recruiting campaign

Why the "meet and greet" is the most important step in recruiting

How to turn the "meet and greet" into a recruiting opportunity.

How to sell the agent your value proposition

Why compensation plans have made commission splits obsolete

How to make it easy for an agent to make the move

# How Many Agents Do You Really Need?

## Number of Agents Needed for Profit

Step #1 Enter the profit you want to make this year. \$ \_\_\_\_\_

Step #2 Enter the amount of profit you made last year. \$ \_\_\_\_\_

Step #3 Enter your prior year operating expenses. \$ \_\_\_\_\_

Step #4 Enter the budget year inflation factor. % \_\_\_\_\_

Step #5 Multiply prior year expense by inflation factor. \$ \_\_\_\_\_

Step #6 Add inflation amount to prior year operating expenses.

(This projected amount is also your break even point.) \$ \_\_\_\_\_

Step #7 Add the desired profit to the operating expense.

(This projected amount is the gross profit necessary.) \$ \_\_\_\_\_

Step #8 Determine your closed gross profit as % of GCI. % \_\_\_\_\_

Step #9 Divide your closed gross profit desired by this %.

(This amount is your goal for closed gross income.) \$ \_\_\_\_\_

Step #10 Determine average company dollar per revenue side. \$ \_\_\_\_\_

Step #11 Divide projected GCI by the average company dollar side.

(Number of closed sides necessary to reach profit goal.) # \_\_\_\_\_

Step #12 Determine the market share necessary to reach goal.

(Divide projected closed sides by market total closed) % \_\_\_\_\_

Step #13 Divide the number of projected closes by # of agents.

(This is your needed annual per person productivity) # \_\_\_\_\_

Step #14 Divide the number of closes needed by current ppp.

(This is the # of sales associates necessary to meet goal) # \_\_\_\_\_

I need \_\_\_\_\_ sales associates, each doing a minimum of \_\_\_\_\_ transactions, to reach my profit of \$\_\_\_\_\_.

# Number of Agents Needed to Recruit

## Total Number of Agents I Need to Recruit

Step #1 Enter the current number of sales associates. \_\_\_\_\_

Step #2 Enter the number of agents NOT making me a profit. \_\_\_\_\_

Step #3 Subtract Line 2 from Line 1 for **true agent count**. \_\_\_\_\_

Step #4 Enter the number of agents needed to reach profit. \_\_\_\_\_

(This number was calculated on previous page.)

Step #5 Subtract Line 3 from Line 4 for recruiting goal. \_\_\_\_\_

I need to recruit \_\_\_\_\_ experienced sales associates, each doing a minimum of \_\_\_\_\_ transactions, in the next \_\_\_\_\_ months to reach my profitability goal.

## Breaking down the Numbers

Step #1 Enter the number of contacts to make one appointment. \_\_\_\_\_

Step #2 Enter the number of first appointments to get second. \_\_\_\_\_

Step #3 Enter the number of second appointments to recruit. \_\_\_\_\_

Step #4 Enter the number of total contacts to recruit one agent. \_\_\_\_\_

Step #5 Enter the number of agents you want to recruit monthly. \_\_\_\_\_

Step #6 Multiply Line 4 by Line 5 for total monthly contacts. \_\_\_\_\_

Step #7 Enter the number of days each month you will work. \_\_\_\_\_

Step #8 Divide Line 6 by Line 7 for daily contact goal. \_\_\_\_\_

To recruit \_\_\_\_\_ experienced sales associates I need to contact \_\_\_\_\_ each day.

# My Recruiting Activity Summary

**Current Number of Agents:** \_\_\_\_ **Number Needed to Recruit to Reach Profit Point:** \_\_\_\_

**Recruiting activities from:** \_\_\_\_\_ **To:** \_\_\_\_\_

## RECRUITING ACTIVITIES

DESCRIPTION	MON.	TUES.	WED.	THURS.	FRI.	SAT.	SUN.	TOTAL WEEK	TARGET
Hours Spent on Recruiting									
New Calls to Target List									
Follow-Up Calls to Target									
Actual "Talk To's"									
Personal Notes Sent									
Letters Sent									
E-Mails Sent									
Recruiting Materials Sent									
Open Houses Visited									
Business Cards Presented									
Incoming Hiring Inquiries									
Agents Referred by Team									

## RESULTS OF MY ACTIVITIES

DESCRIPTION	MON.	TUES.	WED.	THURS.	FRI.	SAT.	SUN.	TOTAL WEEK/MTD	TARGET
Exp. Agents Hired									
New Agents Hired									
First Appointment Exp.									
Second Appointment Exp.									
First Appointment New									
Second Appointment New									
Recruiting Presentations									
Agents De-hired									

## SELF-EVALUATION

GR=Great G=Good F=Fair P=Poor

DESCRIPTION	MON.	TUES.	WED.	THURS.	FRI.	SAT.	SUN.
Attitude							
Time Allocation							
Work Ethic							
Commitment							
Self Discipline							
Overall Evaluation							