

Converting from  
**“Recruiting and Retention”** to  
**“Selection and Development”**.

by Allan Dalton  
Former CEO of Realtor.com  
Creator and President of TownAdvisor.com

*“Watch your thoughts, they become words;  
watch your words, they become actions;  
watch your actions, they become habits;  
watch your habits, they become character;  
watch your character, for it becomes your destiny.”*

**recruit** *rə'krʊt/*

verb

*Enroll (someone) as a member or worker in an organization or as a supporter of a cause.*



**I WANT YOU  
FOR U.S. ARMY**

**NEAREST RECRUITING STATION**



REAL ESTATE  
OFFICE

AGENTS NEEDED!!!

**selection** sə'lekSH(ə)n/

noun

The action or fact of carefully choosing someone or something as being the best or most suitable.

***development*** də'veləp/ment

*verb*

Grow to become more mature, advanced,  
or elaborate.

# THE NORTH BRANCH REAL ESTATE COMPANY

"Most Real Estate Companies specialize  
in *Recruiting and Retention...*



...our Company's focus is on  
*Retention and Development.*  
Discover the difference!"



The importance of ***Company Surveys...***

Why should somebody work  
***for Your Company?***

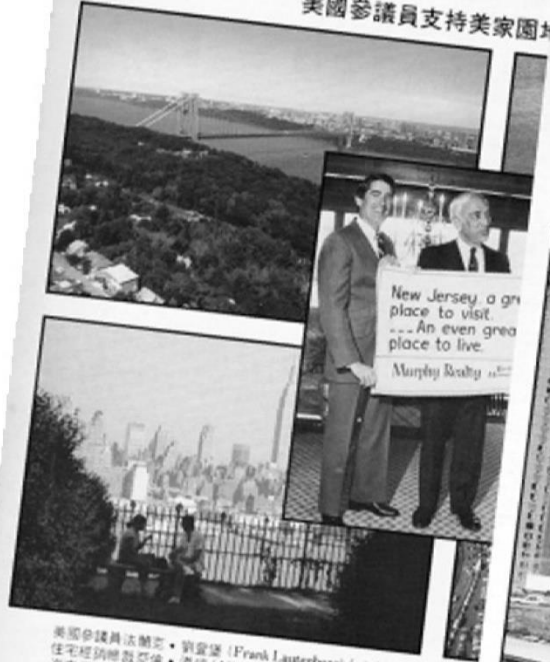
***Positional*** and  
***Capabilities***  
***Advantages***

# Two Questions:

- 1) What do you do that your competitors **also do...**  
that you do better?
- 2) What do you do that your competitors DON'T do.

新澤西州，旅遊勝地  
...更宜置業安居

美國參議員支持美家園



New Jersey a great place to visit... An even greater place to live.

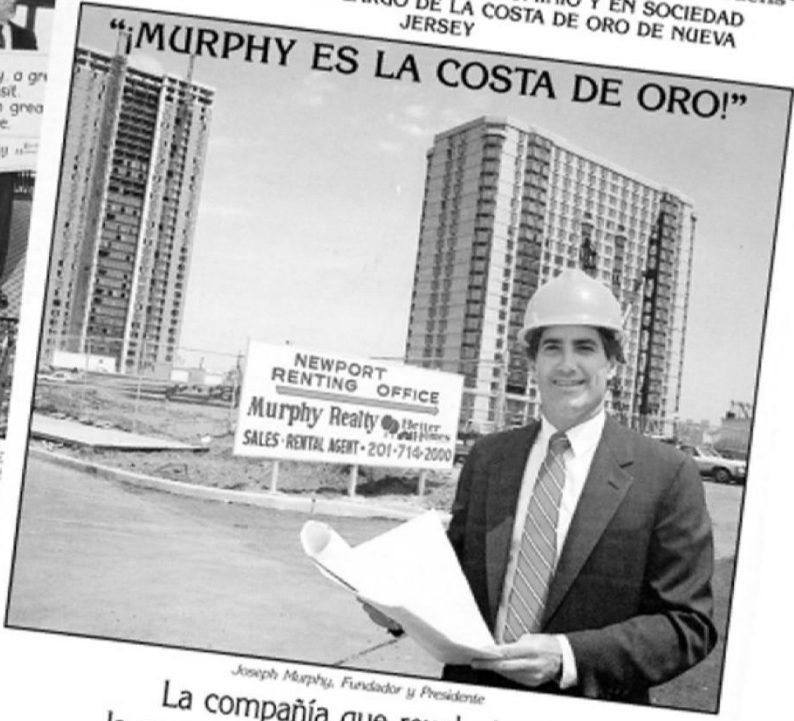
美國參議員法蘭克·勞登堡 (Frank Lautenberg) (中) 與美商房地產住宅經紀阿諾·道頓 (Allan Dalton) (右) 會晤。他們所創舉的汽車標記。請電：825-8338。

Murphy Realty/Better Homes and Gardens®  
Marketing & Development Center  
76 Arch Street  
Ramsey, New Jersey 07446

Murphy Realty  Better Homes and Gardens®

CARTERA DE PROPIEDADES EN CONDOMINIO Y EN SOCIEDAD  
COOPERATIVA A LO LARGO DE LA COSTA DE ORO DE NUEVA  
JERSEY

“¡MURPHY ES LA COSTA DE ORO!”



Joseph Murphy, Fundador y Presidente

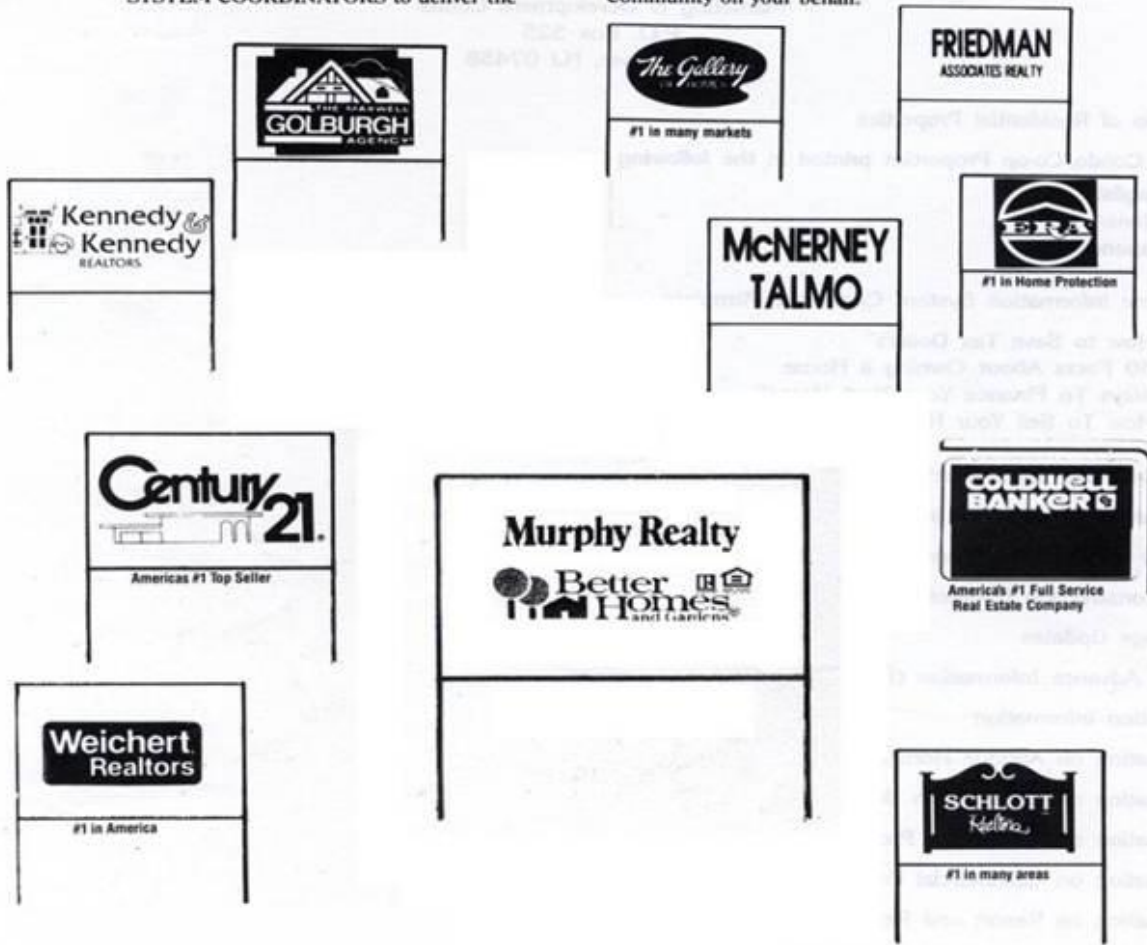
La compañía que revolucionó  
la comercialización de condominios y  
apartamentos en sociedad cooperativa

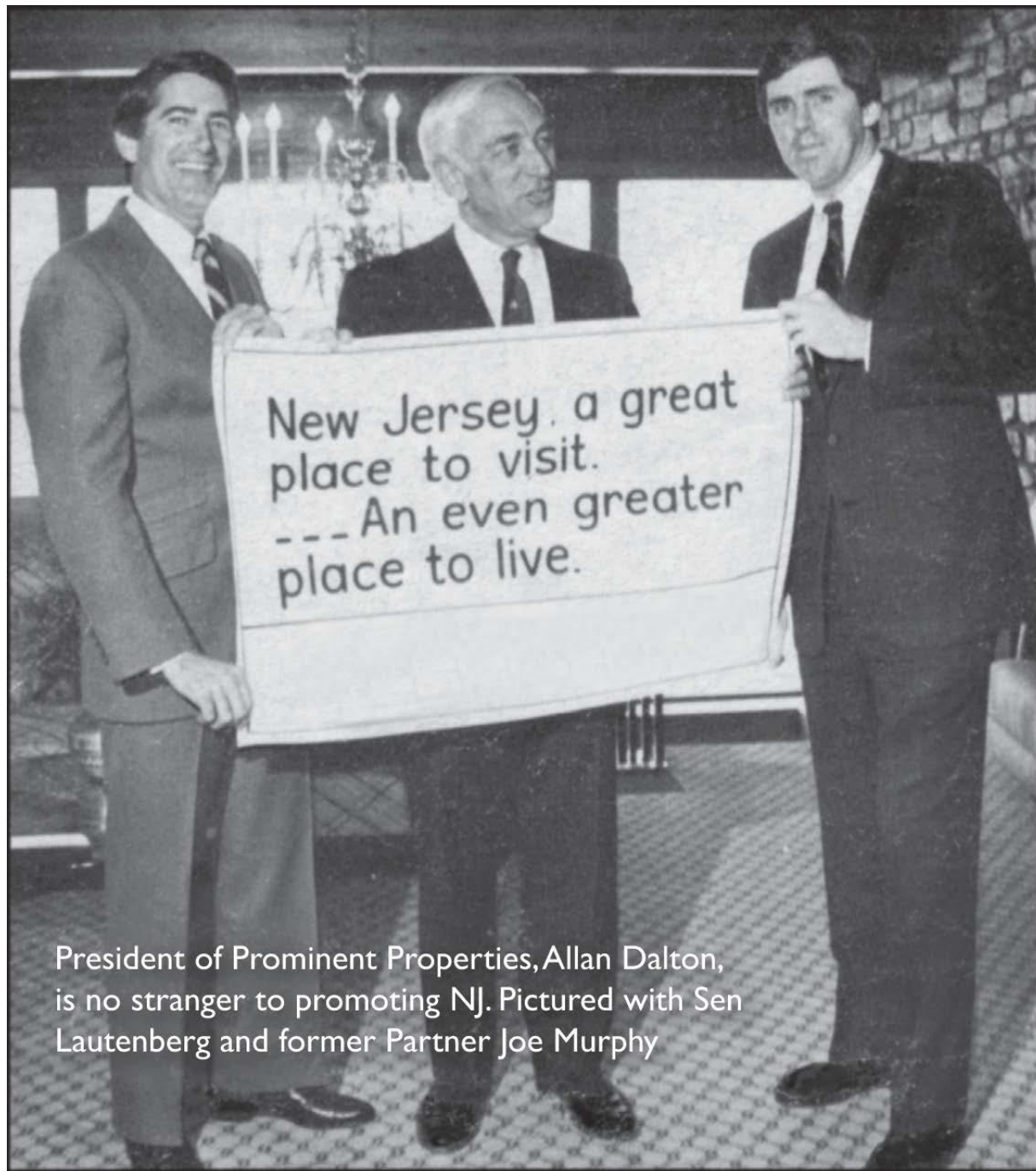
**NO COMPANY** alone sells more than  
**10% of New Jersey Real Estate...That's why**  
**You need the Nationally acclaimed Murphy**  
**"Home Marketing System"!**

Please meet some of the key contributors to our incredibly successful HOME MARKETING SYSTEM. These fine Companies and many others enable our HOME MARKETING SYSTEM COORDINATORS to deliver the

optimum results possible for our many clients throughout America.

Please call us to learn how our System Uniquely mobilizes the entire Real Estate Community on your behalf.





President of Prominent Properties, Allan Dalton, is no stranger to promoting NJ. Pictured with Sen Lautenberg and former Partner Joe Murphy

Do you still have offices...  
or ***Regional Sales & Marketing Centers?***



How do you juxtaposition  
***Compensation?***

## What's the name of your company's:

- Marketing System?
- Buying System?
- Training Program?

**How do you Sell your Brand?**



***Selection*** and ***Development***  
Language

How do you market  
***Your Towns?***