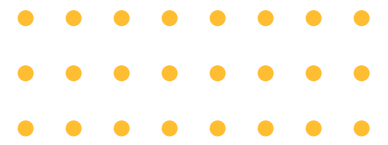


The Brokerpreneur Toolkit



Presented By:
PROSPECT BOOMERANG





We all know that the real estate industry as a whole is changing rapidly. There are a constant wave of disruptors and dividers that intend to create a gap between agents and consumers. That constant pressure creates tension and doubt in the minds of agents that often translates into them making poor decisions on which brokerage is the best fit for them. That mistake, too many times, ends the career of many real estate agents. Those decisions are costly to not just the agent but just as much if not more to the brokerage that invested in those relationships. Many times agents leave a brokerage that is a great fit in search of "the silver bullet" that will cause their fears or doubt to subside only to discover that there is no magic wands in real estate. Only hard and smart work!

The objective of this toolkit is to assist Broker/Owners in developing systems that create more quality relationships with agents in their market. Relationships that lead to a strong and consistent pipeline of quality hires month after month. This toolkit will create the framework for the brokerage to identify and prioritize their efforts to be more intentional in their growth.

This is broken into 5 sections that should be thoughtfully completed. Once they are filled out they will help you determine what the best initial course of action to take to ensure that you and your sta are as productive as possible when it comes to your growth initiative. We know that Broker/Owners struggle with pro tability. Prospect Boomerang compounds your profits by helping you recruit the best agents for your brokerage. This toolkit is the first step!

Recruiting Profile For Your Brokerage



Review the items below and enter the answers into the Agent Profitability Guide which will help you determine the best agents for your brokerage!

YTD total Units closed by the office or branch.

Total number of rostered agents.

Average Units and average volume per agent?

Office average price point?

Agent average time in the business?

Agent Average tenure with the brokerage?

What is your agent to staff ratio?

How much of your total business does your top 20% of agents do?

Number of agents that have been in the business less than 2 years?

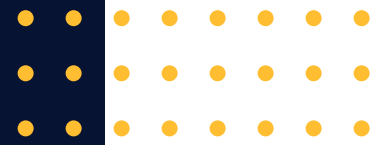
Number of agents that have been in the business more than 8 years?

How many of your total agent population are on a team?

What is average revenue per agent annually (EBITA)?

What is your average expenses per agent annually?

Recruiting Profile For Your Brokerage



Before we begin the process of digging into the specifics of a great recruiting plan it is appropriate to review an integral part of your brokerage. Specifically the recruiting portion of what you do. Please keep in mind that Prospect Boomerang offers additional resources outside of this Brokerpreneur Toolkit that can guide your team through the process of how to create memorable appointments, valuable interviews, and effective onboarding processes that create a one of a kind start to the agents experience within your organization. All are integral parts of the overall process that you should have in place to create a complete Recruiting system. However, we will focus briefly on one strategy that will assist you in making more quality connections with agents that will turn into more hires and long term advocates of your company. Agents that acclimate quickly and begin learning to utilizing your tools and systems are more likely to stay longer. In addition, they will also refer you and your team to their peers more often and with more conviction when they feel they are part of your culture due to being well acclimated. The overall process to achieve this must be intentional and structured to get the results that you want month after month and year after year. Those fundamental first steps are truly created by their first real impression of you. That begins with the context and content of your initial interactions. So it's important that we begin with Content.

Many Brokers know how important having great content is but struggle with understanding how to consistently create it. Oftentimes they put in place a strategy that makes it easy to get consistent content but it's not very engaging. In other words, it's generic or boring. Sometimes they put real effort into creating very engaging content but then it's too time consuming to continue providing. Especially when they're not getting the results that they feel like they should be getting. The key is not just having content you see, it has to be as engaging as possible but equally easy to consistently deploy. The first strategy is simply find a place to get content began collecting it and do not begin putting the content out until you have 3 months ahead of time the content that you need to offer continuous value. This may seem opposite of what you hear from a lot of social media and content gurus. It's not. It is actually prioritizing how content should be used appropriately.

When it comes to recruiting, your Brokerage must have a continuity in the information that is being put out. Equally as important is having a plan that ensures consistency in that information being offered to your target audience. Below is a 1-month example of how some brokers may look at content distribution. It demonstrates why the content needs to have consistent value to it and some type of value flow. Hopefully, after you review it you will understand the importance of making sure you have a reliable source for getting content that is appreciated by your potential hires and the importance of how to distribute it effectively.

BAD RECRUITING BROKER!!



WEEK 1:

Post a new hire WELCOME on facebook

Send out a new agents "Coming soon listing" on the company's page on FB

Make and Instagram post about your dinner and say "been a long day training my new agents....but worth it.....**welcome to the team**"

Spend 2 hours DM'ing on Instagram asking agents at other companies "are you making enough money where you are?" by sending them a graphic and some copy and paste text.

WEEK 2:

Do some follow up on the people that engaged or commented on your social media post.

Ask a couple agents in your office "are any of the agents that you are currently working with or have recently working with interested in maybe joining our team?"

Send a letter to the coop agent of any names you received from your agents

WEEK 3:

Respond to the engagement that you have received.

Call a few agents that you have talked to in the past when you get a minute.

Try again to connect with those potential coop-agents who you were given the name of by your agents.

Make some calls to new agents.

WEEK 4:

Remember to follow up on the people who's names you were given or on the people that engaged at some point on your post with a form letter that you bought that was "guaranteed" to get more responses.



S O C I A L
M E D I A

Message some agents on FB that you know you have shown interest in the past and then add a few more productive agents to the mix based on their social media presence. And of course congratulate them on how productive they look because they have 3 new listings posted this week alone on FB.

Then they never review their plan to see what is working.

To many brokers this will look way to familiar. Even more terrifying, this will look like a great content plan to many brokers! If this is your idea of recruiting content and a “recruiting plan of action” then I promise your brokerage does not have a culture of growth. This way of doing business is a fractured perception of how to succeed with one of the most fundamental aspects of how to create legacy profits. Through the information below you will be offered the key insight to creating a plan that offers a reliable path to growth for your brokerage. One that delivers better overall results in less time simply because it establishes a reliable foundation for recruiting success.

SUMMARYVivamus vestibulum ntulla nec ante.

SUMMARY



Many Brokerages struggle with creating consistent profitability through recruiting. Prospect Boomerang compounds your profits by recruiting the best agents for your brokerage.

The key to succeeding, as we all know, is finding and implementing the best plan for your company. Many companies have struggled with implementing new systems into their day to day operations. It's very simple to get caught up in an expensive and frustrating cycle of organizational change that constantly meets with launch frustrations from staff and the existing systems that are historically in place. Especially when those tenured systems have offered some measure of success in the past. The truth is you would not be reading this if you did not know that some measure of change was needed. You know that some restructuring is required to be relevant in your market place going forward. The best part about this toolkit, it's designed so that as you review it quarterly and annually you can make either minor tweaks or major adjustments and get the results that you desire. You will then have a solid foundation in part created by this introspective review of your brokerage. A foundation that is based on measured key performance indicators that given time will become driving forces for your profitability. After all, given the costs and difficulties involved in finding new ways to effectively operate your brokerage and unlock bottom line profitability it's fair and responsible to raise the question:"

"Am I leveraging as effectively as I can to get my best results?" This guide is a perfect companion to that first step!

