

SELL IT LIKE SERHANT

HOW TO RECRUIT TOP REAL ESTATE AGENTS THE COMPLETE GUIDE

Welcome to the ultimate guide on how to recruit real estate rockstars – the kind that not only crush their sales but elevate your brokerage to legendary status. In this guide, we're diving into the strategies laid out by Josh Team, a major player in the industry and the new President of SERHANT., to help you attract top-tier agents.



SECTION 1: FINDING AGENTS TO RECRUIT


Top-notch agents form the backbone of any successful brokerage. When assembling a team, it's crucial to seek out top producers who can give your brokerage a competitive edge.

Look for agents with a proven track record in lead generation, a reputation for closing deals on day one, and a strong commitment to establishing long-lasting client relationships. However, the challenge lies in finding these high-performing agents.

Conventional job boards like Indeed and ZipRecruiter may not be the most effective platforms for discovering these top producers. Why? Because these agents are already at the peak of their game and are unlikely to be actively seeking a change.

So, how can you source top agents without relying on traditional job boards? Here's your strategy:

1. USE INDUSTRY DATABASES AND MLS: Dive deep into the MLS to identify those rising stars and kickstart conversations that matter. These databases are gold mines, loaded with agents' transaction histories and performance metrics. Take notes, pinpoint agents who align with your brokerage's values and goals, and get ready to make your move.



2. LEVERAGE WORD-OF-MOUTH: Don't underestimate the power of word-of-mouth. Tap into your existing network and team. They might know some top-performing agents itching for a change. Encourage open communication, ask for referrals, and get the inside scoop on individuals with a killer track record. And make sure your own agents are out there singing your praises, mastering objections, and keeping the positivity alive. Happy agents are your best advocates.

3. USE SOCIAL MEDIA: Time to get social! Social media is your ticket to identifying and connecting with those top-producing agents. Engage with their content – show them some love. Start those personalized conversations, give an inside look into your company culture, and sprinkle in some social proof. Showcase your successful agents and drop those testimonials that build your credibility. Social media is your stage, where you stay top of mind, establish connections, and make it crystal clear that you're interested in recruiting the best in the game.



SECTION 2: THE INITIAL OUTREACH

Wondering whether to stick to a script in your initial outreach? Let's dive into it. While scripts are a go-to tool for many salespeople – those ready-made scrolls of words designed to navigate the tricky seas of communication – they might not be your best ally when it comes to recruiting agents.

The truth is, real estate agents are salespeople themselves, and they are likely used to following scripts as part of their daily routine. It's practically the name of the game for them. If you come across as scripted at any point during the recruitment process, they may see right through it. But if you come across as scripted during the initial outreach, forget about it – you've lost them already.

The key here is to break away from the conventional script approach. Instead, focus on learning about your candidate and crafting a personalized pitch tailored to their unique needs and aspirations. This approach ensures they feel seen, heard, and genuinely wanted by your brokerage.

Follow the step-by-step process outlined below to craft the perfect initial outreach message:



1. RESEARCH THE CANDIDATE: Before you even think about outreach, you need to do your homework. Dive deep into the recruit's background, achievements, and challenges. Remember the treasure trove of MLS research from Section 1? Well, it's time to put it to good use. Note their performance stats, transaction histories, everything. A quick Google search can help here, too – look at their social channels, website, and any existing press or testimonials related to them. Get a 360-degree view of who they are, professionally and personally.



2. FOCUS ON YOUR VALUE PROPOSITION: Now, it's show time. Begin drafting that email or dialing the phone. Shift the narrative – it's not just about a transaction; it's about a strategic partnership. Let them know you've seen their victories and genuinely believe your brokerage can kick their business up a notch. Hit them with a bespoke value proposition tailored to solve their unique challenges.



3. BE OPEN AND HONEST: Time to build trust – the Serhant way. Lay it all out on the table with transparent communication. Tell them straight up why you want them on your team. What stat blew your mind? Share what impressed you on their social media and throw in some testimonials that sealed the deal for you. This isn't just a pitch; it's a genuine expression of why they're the missing piece in your puzzle. Make them feel wanted.



4. GET THEM TO COMMIT: Now, it's the grand finale – closing the deal. Aim high and secure that face-to-face. Propose 3-4 dates to connect over the next two weeks. Suggest a casual coffee meetup in a spot that works for both of you or at the brokerage. Ball's in their court. If a physical meet-up isn't in the cards, offer up a 30-minute, informal video call. Get them to commit!



While scripts have their place in the sales world, recruiting top agents requires a more personalized approach. Josh Team emphasizes the need to position yourself as a business consultant or strategist rather than following generic scripts. The key is to tailor your conversation to the individual, showcasing your genuine interest in them as a potential partner.



SECTION 3: USE THE AGENT'S BUSINESS GOALS TO WIN!

Alright, you've got that crucial face-to-face or virtual meeting with your dream recruit. Now, the burning question is: What's your game plan? How do you make them eager to join your team?

When it comes to locking in top-notch agents, the game is all about diving deep into their business needs, uncovering the roadblocks they're facing, and honing in on how you can be the one to propel them toward their dreams. Initiate a conversation that delves into their future vision, extracting not only insights into their specific goals and challenges but also positioning yourself as the solution. This sets the stage for a robust, long-term partnership.

Remember, every professional is laser-focused on one thing: achieving their goals. Now is your golden opportunity to demonstrate how you can be the catalyst for their success. This is the moment where you seal the deal, where you bring them on board with your vision.

Here's exactly how to do it:

1. ASK ABOUT THEIR BUSINESS GOALS.

Have the recruit envision their dream business and ask:

"What does success look like for you in the next two years?"

"Where do you see your business evolving?"



2. UNCOVER THEIR CHALLENGES.

Dive into the obstacles holding them back from reaching their business goals. Ask about their current challenges, limitations, and satisfaction levels with their current brokerage. Try asking:

"What are the two biggest obstacles stopping you from achieving your goals?"

"How happy are you with your current brokerage?"

"What do you need to achieve your goals?"



3. PROPOSE A PARTNERSHIP.

Take their goals and concerns and redirect them toward the support your brokerage can offer. Pose the idea of a long-term business plan and partnership. Say:

"If you had a brokerage that would provide you with more support for [challenge A] and [challenge B], would that be something you think would help you unlock the next level?"

"In my opinion, the best brokerages build long-term partnerships with their agents and allow them to reach their maximum potential. Would you be open to building a two or three-year business plan with me where we could set goals and hold each other accountable to reaching those goals?"

Agents rarely pass up an opportunity that perfectly aligns with their career goals and provides the support they crave. So, if they're on board for this partnership – fantastic! Now, it's time to dive into the nitty-gritty details, sort out the logistics, and slide that paperwork their way.



And here you are, my friend, on the brink of success! You've just pulled off a stellar recruitment, locking in your first top-notch agent. Cheers to this victory, and here's to the many, many more to come! It's a win-win, and you're on your way to building an unstoppable team.

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