Recruiting and Selecting the Right Agents

Jess Biller, CPBA
President, Paramount Consulting Group
Did you interview this guy?

And this guy shows up for work?
Three things you’ll get from this session:

• Why every hire must count
• The top traits required to be successful as an agent
• How to identify those traits when recruiting new agents
Recruiting and Selecting the Right Agents

Jess Biller, CPBA
President, Paramount Consulting Group
Some you may recognize

SentryLock
Smart Lock. Smart App. Smart Card. Smart Choice.

National Association of Realtors®

RPR
Realtors Property Resource, LLC
Partnered with NAR to uncover the traits of a high performer

Studying top performers across the nation using the data to create a benchmark

• Recruiting and Selecting new agents
• Developing existing agents
Why is this important?

What are the costs to our industry of hiring poor performers?

• Energy drain
• Loss opportunity
• Damage to our reputation
Why is this important now?
Why is this important now?

The days of hiring 10 agents and hoping 2 are superstars are dwindling

Every hire needs to count!
Hire for Values and Behavior, train for Skills.

We hire for Skills and Fire for Values and Behaviors

Unique Strengths
When we get this blend right, we see top producers

Experience
Knowledge
Passion
Behavior

Soft Skills
Time Management
Negotiation
Teamwork

Love of learning
Driven to Achieve

Assertiveness
Sense of Urgency
Persistence
Behavior

Assertiveness
Sense of Urgency
Persistence
1. Personal Interaction
2. Versatility
3. Frequent Change
4. Consistency
5. Persistence
6. Customer-Oriented
7. Following Policy
8. Competitive
9. Sense of Urgency
10. People-Oriented
11. Organized Workplace
12. Analysis
12 Behavioral traits related to job performance

**89% of the top producers**

**81% of the top producers**

**84% of the top producers**
Extrinsic vs Intrinsic Motivation
• 91% have UTI #1 or #2 position
• 91% have UTI above the mean

• 84% have TRAD above the mean
• 73% have SOC below the mean
Time Management
Negotiation
Teamwork

Soft Skills
25 Personal skills related to job performance

- Interpersonal Skills
- Continuous Learning
- Customer Focus
- Futuristic Thinking
- Self-Management
- Resiliency
- Flexibility
- Problem Solving Ability
- Presenting
- Leadership
- Persuasion
- Conceptual Thinking
- Decision Making
- Conflict Management
- Creativity
- Teamwork
- Empathy
- Written Communication
- Goal Achievement
- Diplomacy & Tact
- Negotiation
- Planning & Organizing
- Employee Development
- Personal Accountability
- Understanding Others
We found the top three traits among 84% of the top producers to be: 

**Problem Solving Ability** - Anticipating, analyzing, diagnosing, and resolving problems.
- Score: 7.5*

**Personal Accountability** - A measure of the capacity to be answerable for personal actions.
- Score: 7.2*

**Resiliency** - The ability to quickly recover from adversity.
- Score: 7.2*
Interviewing for the top traits

**Customer Oriented**

When a Customer-Oriented mindset emerges as a behavior, the agent:

- Asks the clients thoughtful questions and actively listens to their answers
- Takes time to build trust and loyalty
- Creates warm environments where clients feel comfortable starting conversations, asking questions or getting information
Interviewing for the top traits

**Customer Oriented**

• Give me an example of how you build loyalty and trust with a buyer?

• Describe how you take responsibility for an issue your buyer is having?

• Tell me about a time when you turned a disgruntled client into a satisfied one?
Interviewing for the top traits

**Utilitarian**
When hiring a Utilitarian agent, you can expect them to:

- Solve problems and create winning solutions for everyone involved
- Be very focused on what activities are worth their time and say no to those that aren’t
- Rarely reduce their commission
- Get excited about seeing their final numbers at the end of a quarter or the year
Interviewing for the top traits

*Utilitarian*

- Where would you like to be financially in 5 years? 10 years? Why?
- How do you ensure your buyer receives value?
- Describe a win-win situation that you created with a client?
Want more? Here are 3 ways you can make every hire count.
REAL ESTATE AGENT INTERVIEW GUIDE

Our research has shown that superior Real Estate Agents exhibit the following specific characteristic. Use this interview guide to uncover a candidate’s potential within each proven predictive areas for success!

COMPETENCIES / SOFT SKILLS

Competencies are those soft skills that come natural to an Agent (the core). These can be easier to identify or assess than technical skills. Competencies are usually more difficult to identify or assess than technical skills. Observing the behaviors people use to produce superior performance can provide insight into the demonstration of competencies.

PASSIONS / MOTIVATORS

Passions or motivators provide insight on the why of a Real Estate Agent’s actions. Motivators (a way of valuing life) help to initiate ones behavior and are sometimes called the hidden motivators. Motivators are the intrinsic drivers of performance. What a person values and is passionate about will drive their behavior. Once you know the motivations that drive an Agent’s actions, you will immediately be able to understand causes of conflict.

INTRINSIC BEHAVIORS

Our research was able to identify specific natural intrinsic behavior traits that superior Real Estate Agents exhibit. The ability to interact effectively with people may be the difference between success and failure in an Agent’s work and personal life. Behavior is adaptable and is crucial in stress reduction and superior performance.

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Includes:

- 30+ page report
- Passions
- Soft skills
- Behavioral skills

9-point top producer comparison

20 Minute phone consultation
3 ways you can make sure every hire counts

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