



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



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*



CAN BEHAVIORAL SCIENCE HELP YOU HIRE THE **RIGHT AGENTS?**

NAR is partnering with Paramount Consulting and creating a focus group to find out!

The real estate industry is facing big challenges due to technology shifts, generational disruptions and the shrinking of the middle class.

Despite these unpredictable times, brokerages still need to find, attract, and select the right agents who can thrive amidst the chaos.

Now you have the opportunity to assist in creating the standard for high-performing agents.

Using the Paramount Consulting Group's patented position benchmarking process, NAR is setting out to identify the common traits of the BEST agents in the industry.

Read on to find out how you can be a part of this exciting opportunity.

CRITERIA TO PARTICIPATE

- Seasoned brokers with 10+ years experience
- Must manage a brokerage with 20+ agents
- Can dedicate 4 hours to sharing insights and experience

THOSE WHO ARE SELECTED TO PARTICIPATE WILL RECEIVE:

- A copy of the Agent's Position Benchmark so you can:
 - Recognize top performing candidates in the interview process
 - Prepare specific interview questions to reveal what you need to know
 - Craft new and more effective job ads
 - Compare your current agents to identify training & development opportunities
- Behavioral assessments for your top & lowest performing agents; a \$1600 value
- Your travel expenses for participation will be covered

Don't miss out on this exciting new development in the industry. If you meet the criteria above, reach out today as spots are limited!

 NATIONAL ASSOCIATION of REALTORS®

 PARAMOUNT CONSULTING GROUP
The Science of Successful Hiring

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?

BLOCKBUSTER
VIDEO

BLOCKBUSTER
VIDEO

BLOCKBUSTER VIDEO

NETFLIX



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***

*Time Management
Negotiation
Teamwork*

Soft Skills

**Experience
Knowledge**

Behavior

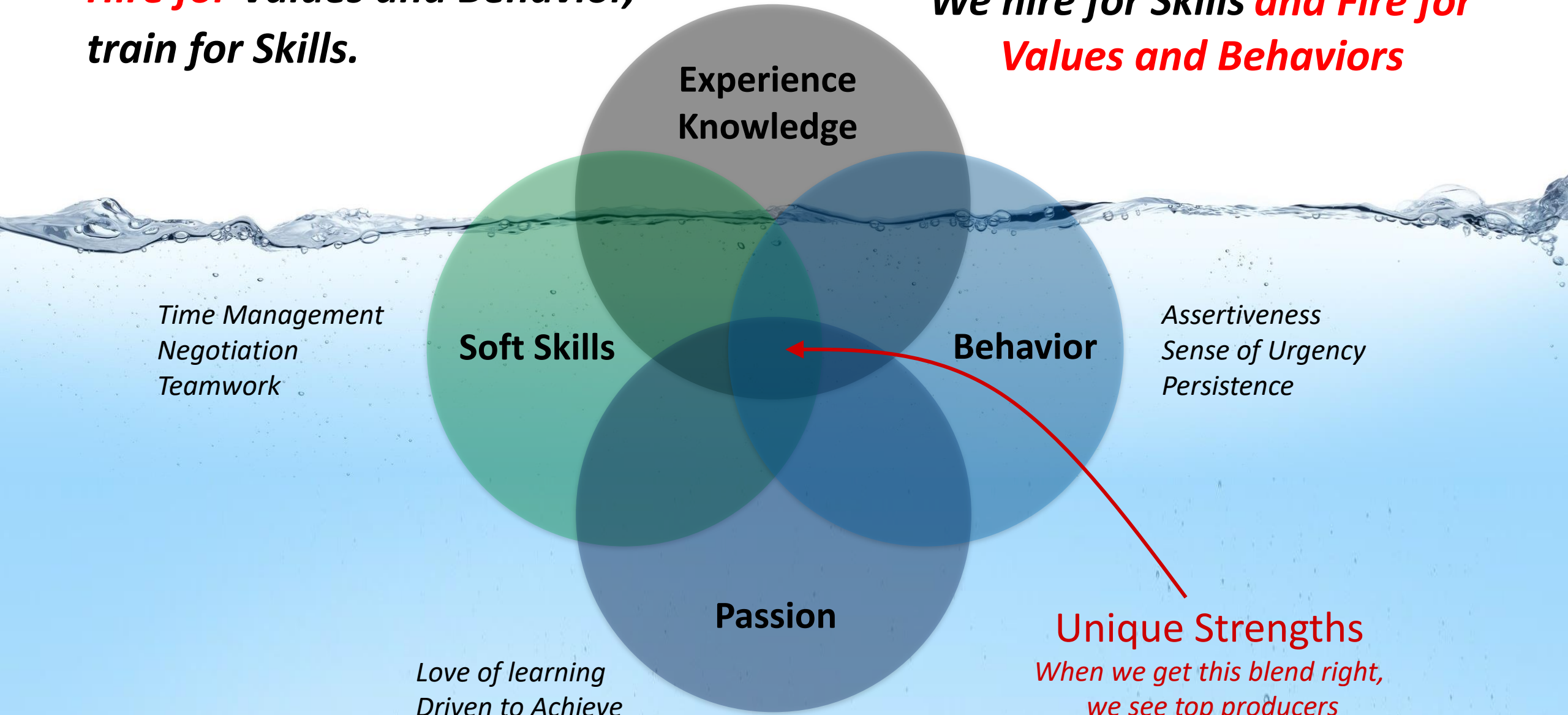
*Assertiveness
Sense of Urgency
Persistence*

Passion

*Love of learning
Driven to Achieve*

Unique Strengths

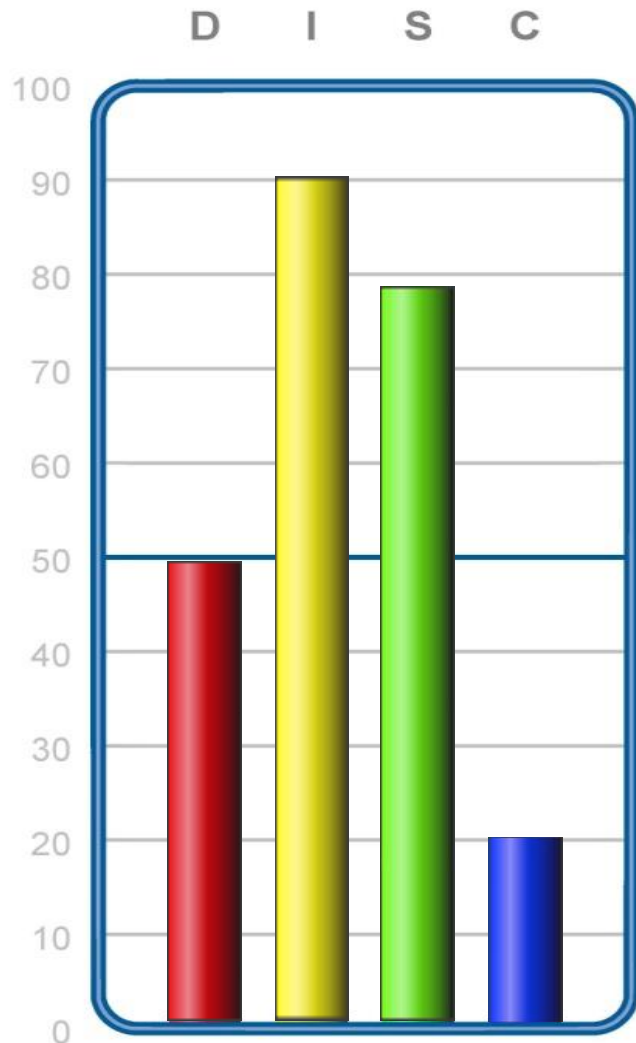
*When we get this blend right,
we see top producers*





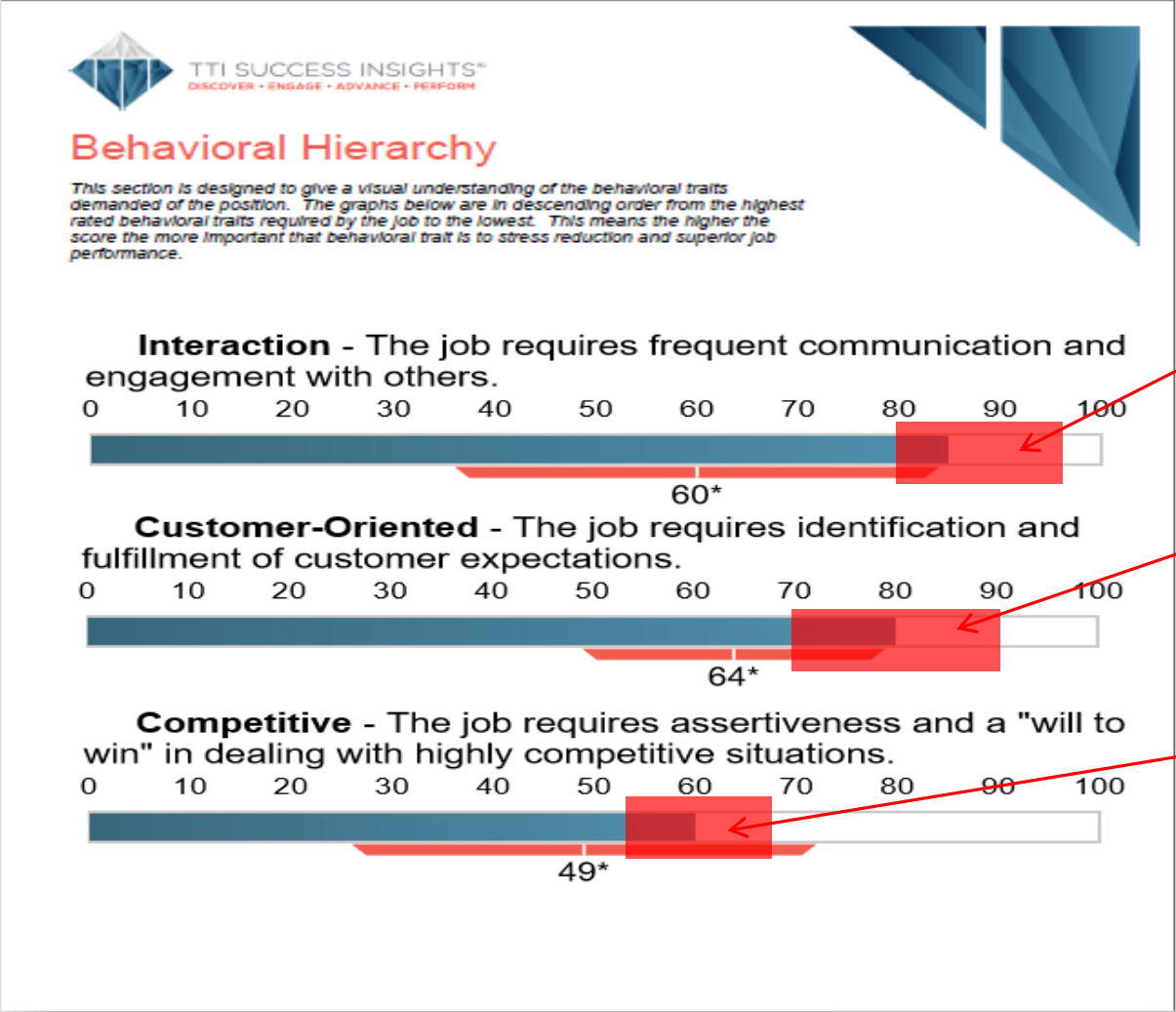
Behavior

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**

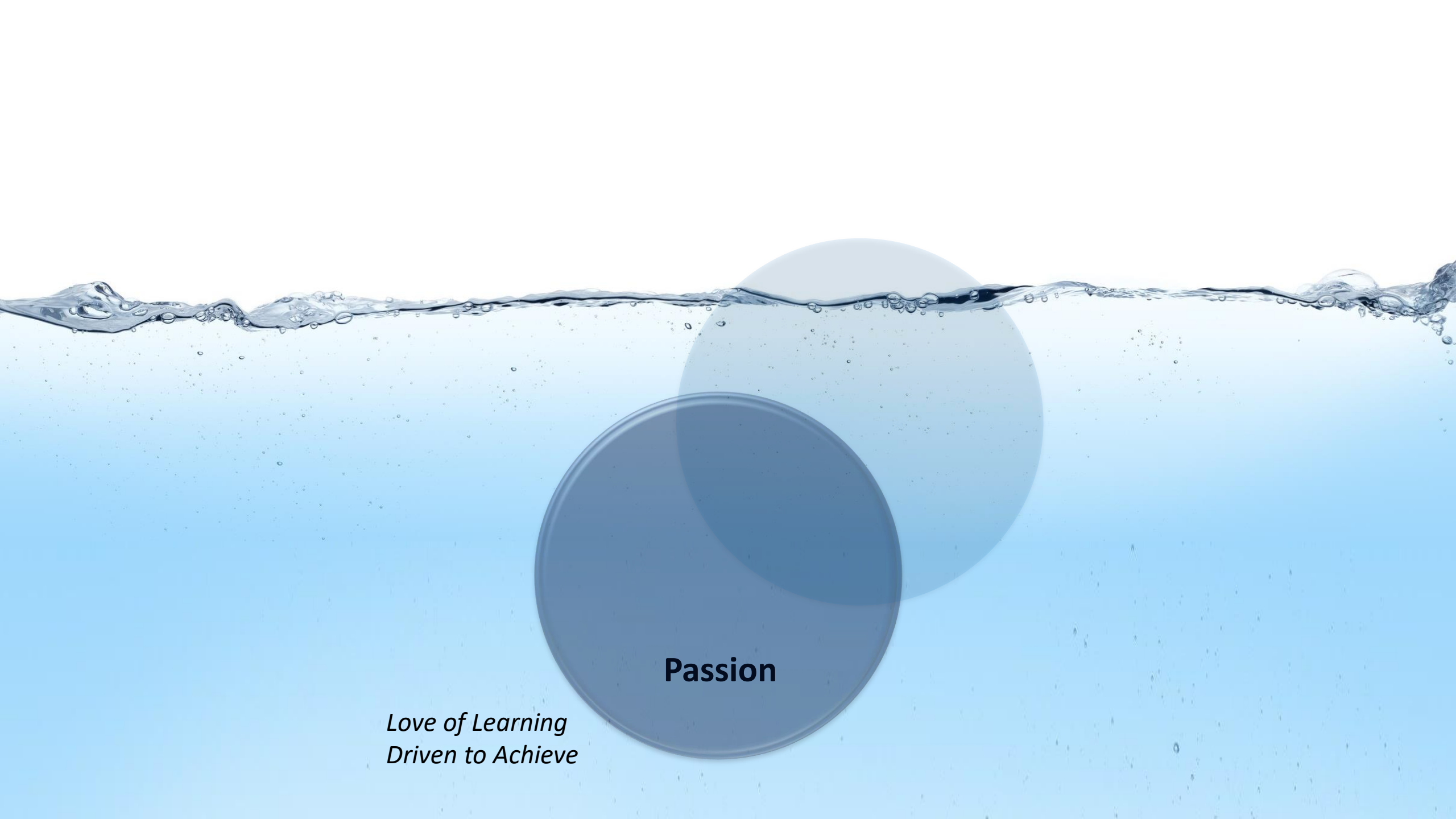
12 Behavioral traits related to job performance



89% of the top producers

81% of the top producers

84% of the top producers

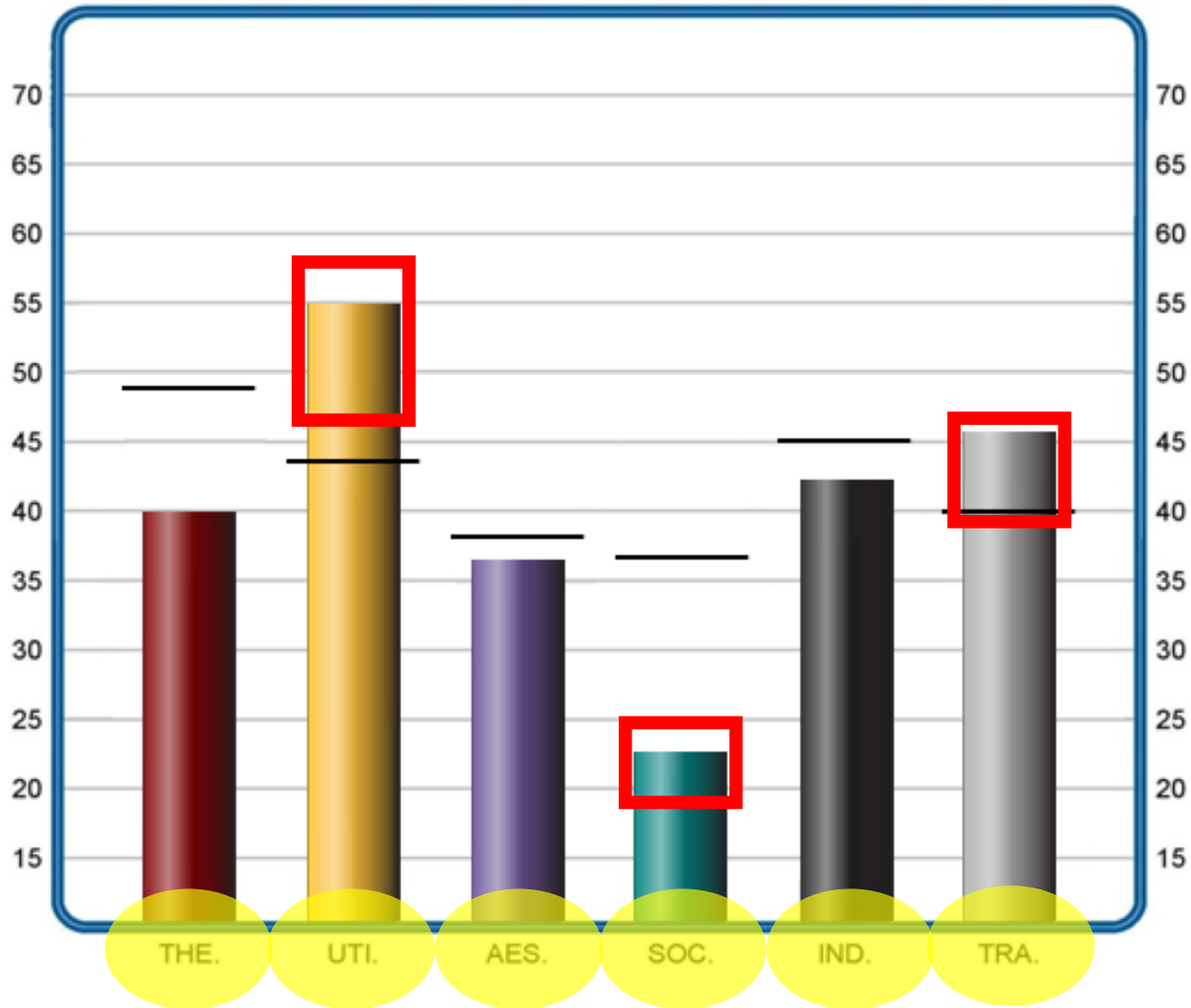


Passion

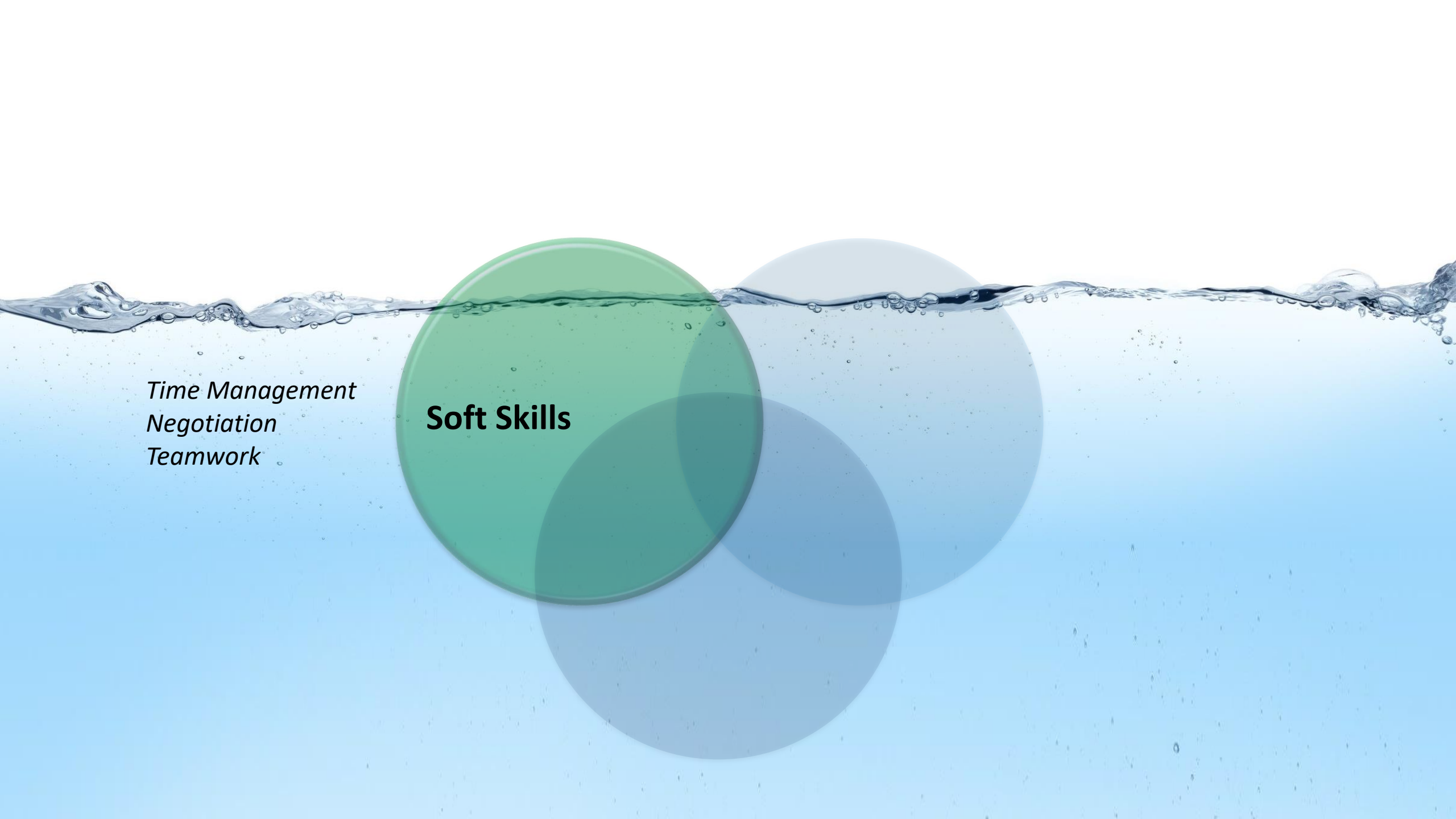
*Love of Learning
Driven to Achieve*

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

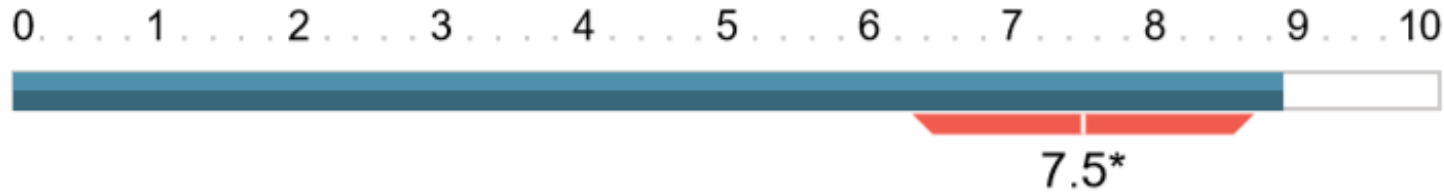


25 Personal skills related to job performance

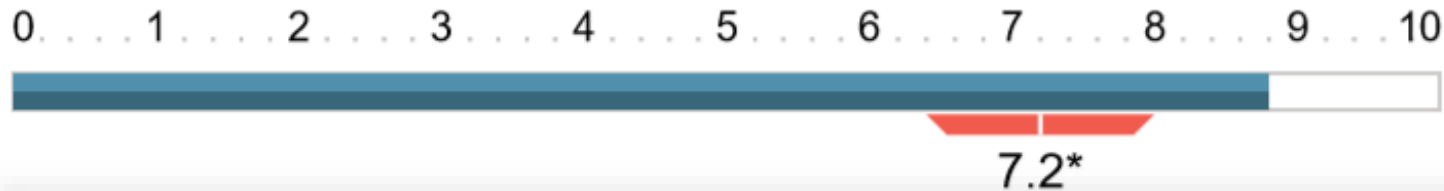
- Interpersonal Skills
- Continuous Learning
- Customer Focus
- Futuristic Thinking
- Self-Management
- Resiliency
- Flexibility
- Problem Solving Ability
- Presenting
- Leadership
- Persuasion
- Conceptual Thinking
- Decision Making
- Conflict Management
- Creativity
- Teamwork
- Empathy
- Written Communication
- Goal Achievement
- Diplomacy & Tact
- Negotiation
- Planning & Organizing
- Employee Development
- Personal Accountability
- Understanding Others

25 Personal skills related to job performance

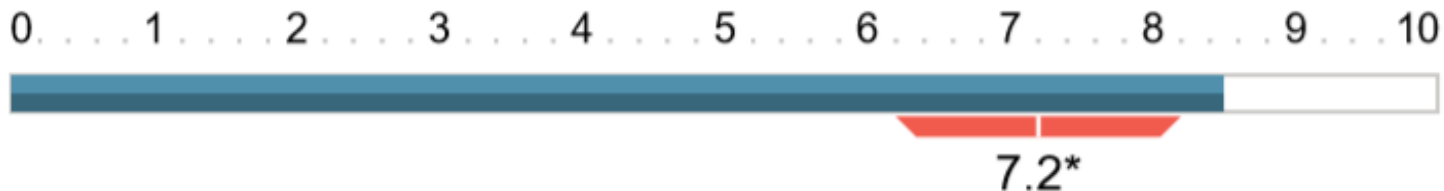
Problem Solving Ability - Anticipating, analyzing, diagnosing, and resolving problems.



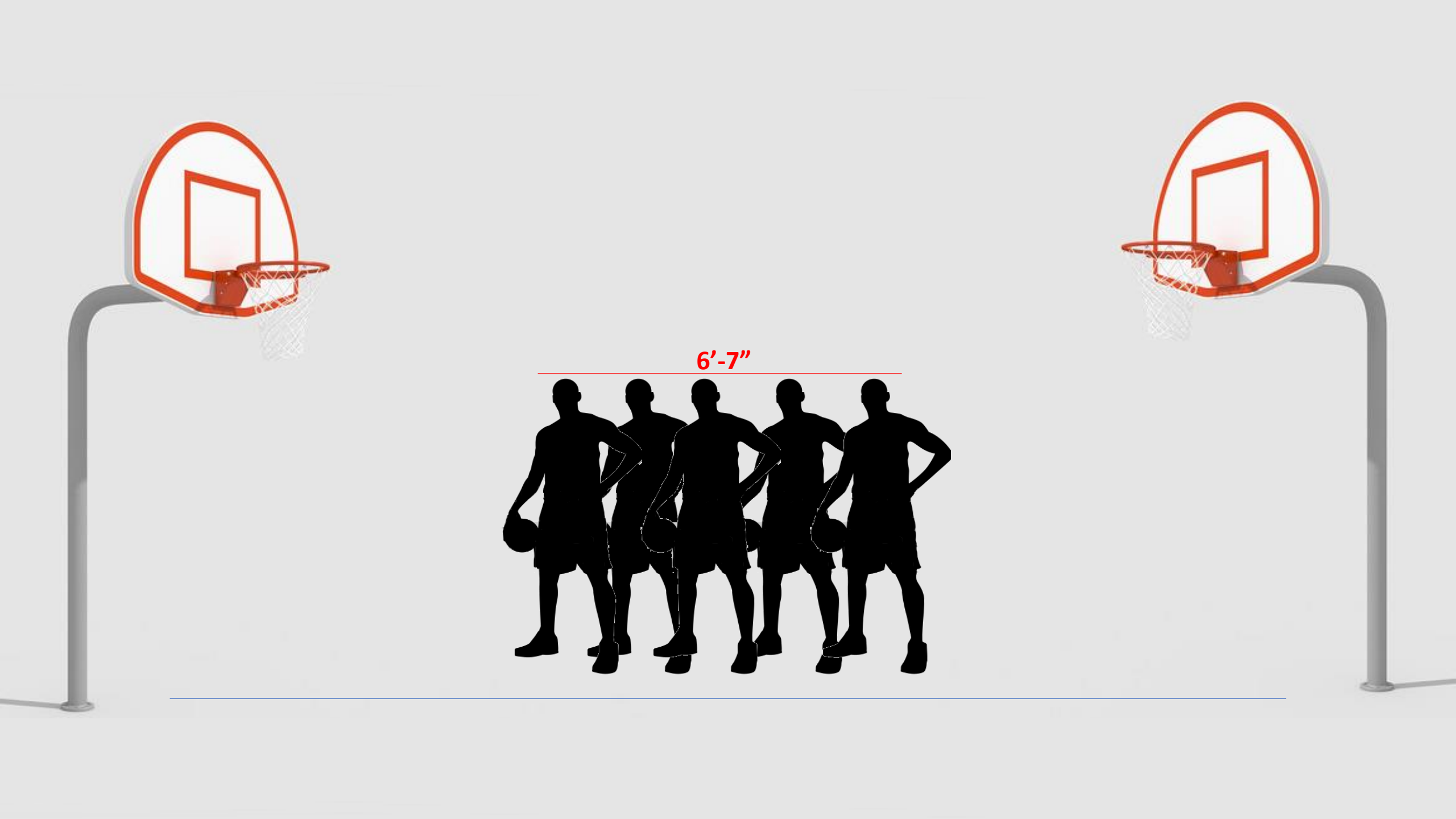
Personal Accountability - A measure of the capacity to be answerable for personal actions.



Resiliency - The ability to quickly recover from adversity.



We found the top three traits among 84% of the top producers to be:



6'-7"

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

#1

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Better results through better people

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1-855-586-1212 (Toll-Free)
www.SuccessfulHiring.com

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 candidates potential within each proven predictive areas for success!

COMPETENCIES / SOFT SKILLS
Competencies are those soft skills that come natural to an Agent (*the can*). These can be developed. Competencies are usually more difficult to identify or assesses than technical competencies or experience. 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 Agents actions*. Motivators (a way of valuing life) help to initiate ones behavior and are sometimes called hidden motivators because they are not always readily observed. 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 has identified specific natural intrinsic behavior traits that superior Real Estate Agents exhibit. Behaviors are the way someone takes action, communicates, does the job. 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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To receive your **FREE** guide:

Email: Sara@SuccessfulHiring.com

Subject Line: Interview Questions

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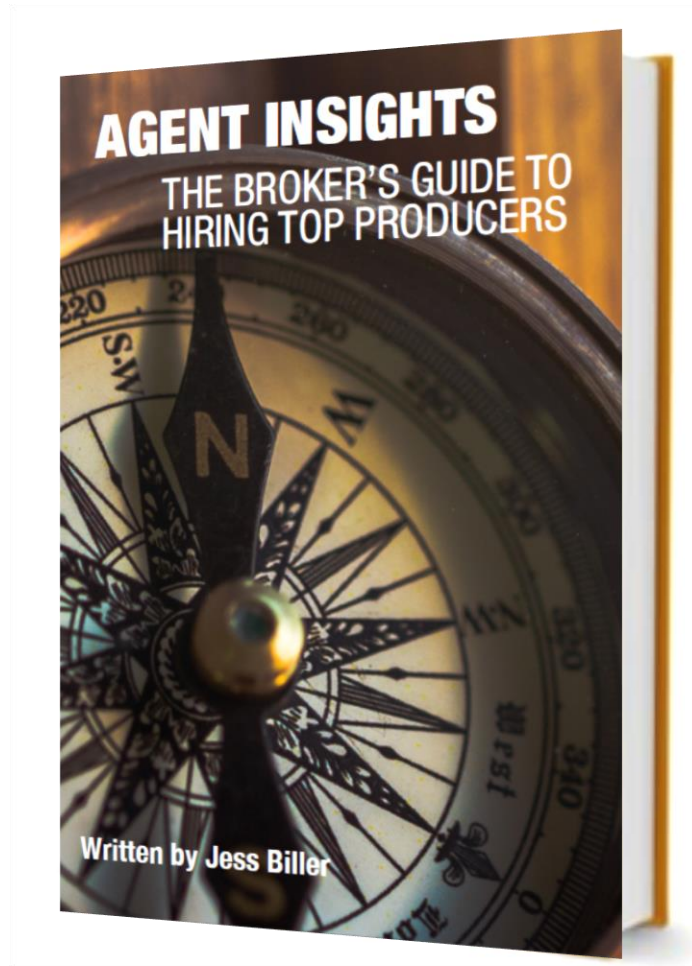
Each office is Independently Owned and Operated



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BROKER'S
EDGE

#2



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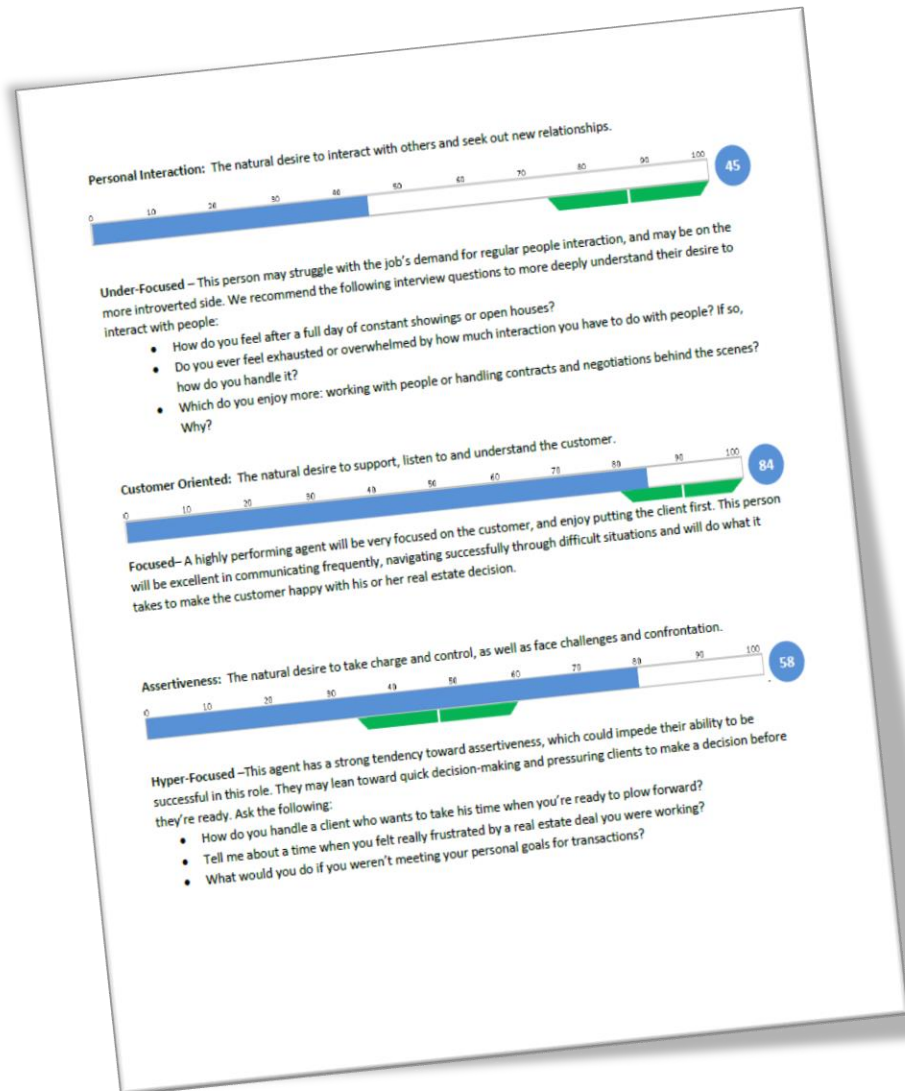
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Sara@SuccessfulHiring.com

Subject Line: Book

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Includes:

30+ page report

- Passions
- Soft skills
- Behavioral skills

9-point top producer comparison

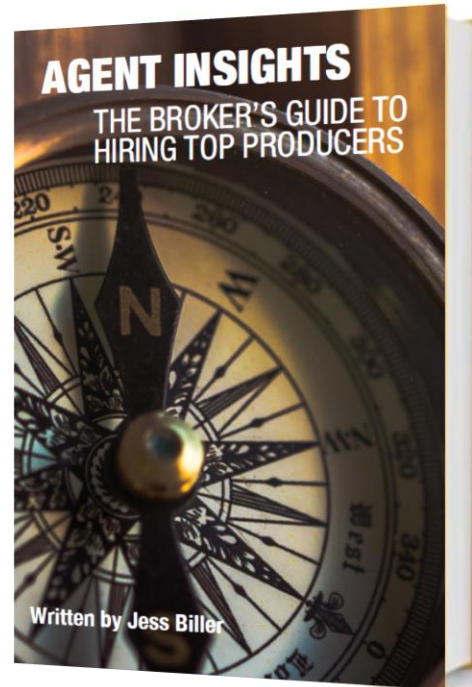
20 Minute phone consultation



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3 ways you can make sure every hire counts



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