



REALTOR®  
**BROKER**  
SUMMIT

HIRE THE RIGHT AGENTS

4-1-2019

PRESENTED BY:  
JESS BILLER CPBA

Did you interview this guy?



And this guy shows up for work?





## 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*

- *Hiring 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.



NATIONAL  
ASSOCIATION of  
REALTORS®



#### 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!*



PARAMOUNT  
CONSULTING GROUP  
The Science of Successful Hiring

NATIONAL  
ASSOCIATION of  
REALTORS®

2019 REALTOR®  
BROKER SUMMIT

## WHY IS THIS IMPORTANT?

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### WHAT ARE THE COSTS TO OUR INDUSTRY OF HIRING POOR PERFORMERS?

- *Energy drain*
- *Create a Toxic environment*
- *Loss opportunity*
- *Damage our reputation*

# WHY IS THIS IMPORTANT NOW?

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Corporations in the S&P 500 Index in 1965 stayed in the index for an average of 33 years. By 1990, average tenure in the S&P 500 had narrowed to 20 years and is now forecast to shrink to 14 years by 2026.

2016 report by *Innosight* "[Corporate Longevity: Turbulence Ahead for Large Organizations](#)"



**BLOCKBUSTER  
VIDEO**

**BLOCKBUSTER  
VIDEO**

**BLOCKBUSTER VIDEO**

**NETFLIX**



## WHY IS THIS IMPORTANT NOW?

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

***Every hire needs to count!***

# The Interview

- Experience
- Knowledge
- Abilities



- Passions
- Values
- Soft Skills
- Behaviors



## The Interview

- Experience
- Knowledge
- Abilities

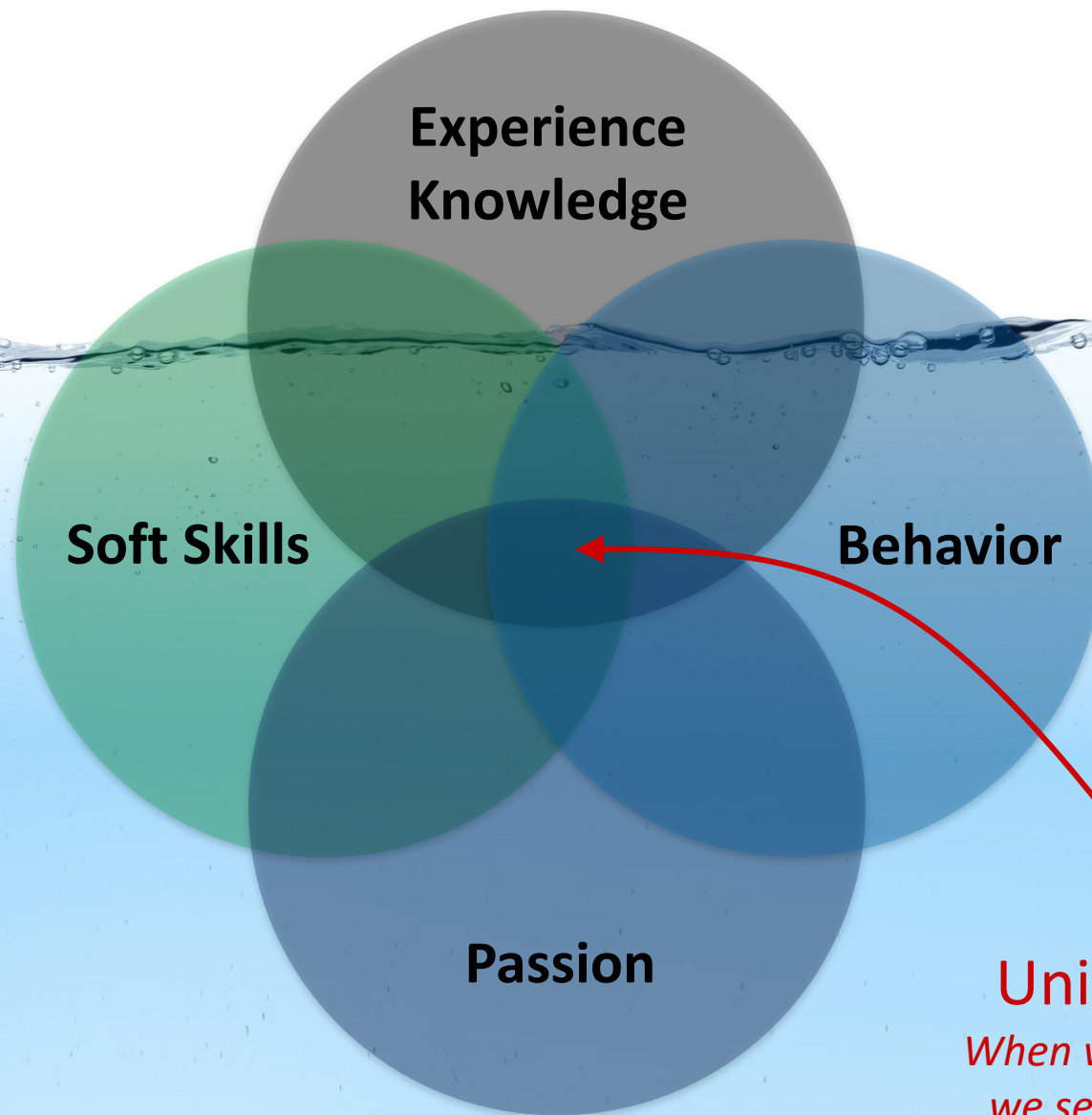
*We hire for skills and fire for values and behaviors*

- Passions
- Values
- Soft Skills
- Behaviors

*Hire for Values and Behavior, train for skills.*







**Experience  
Knowledge**

**Soft Skills**

**Behavior**

**Passion**

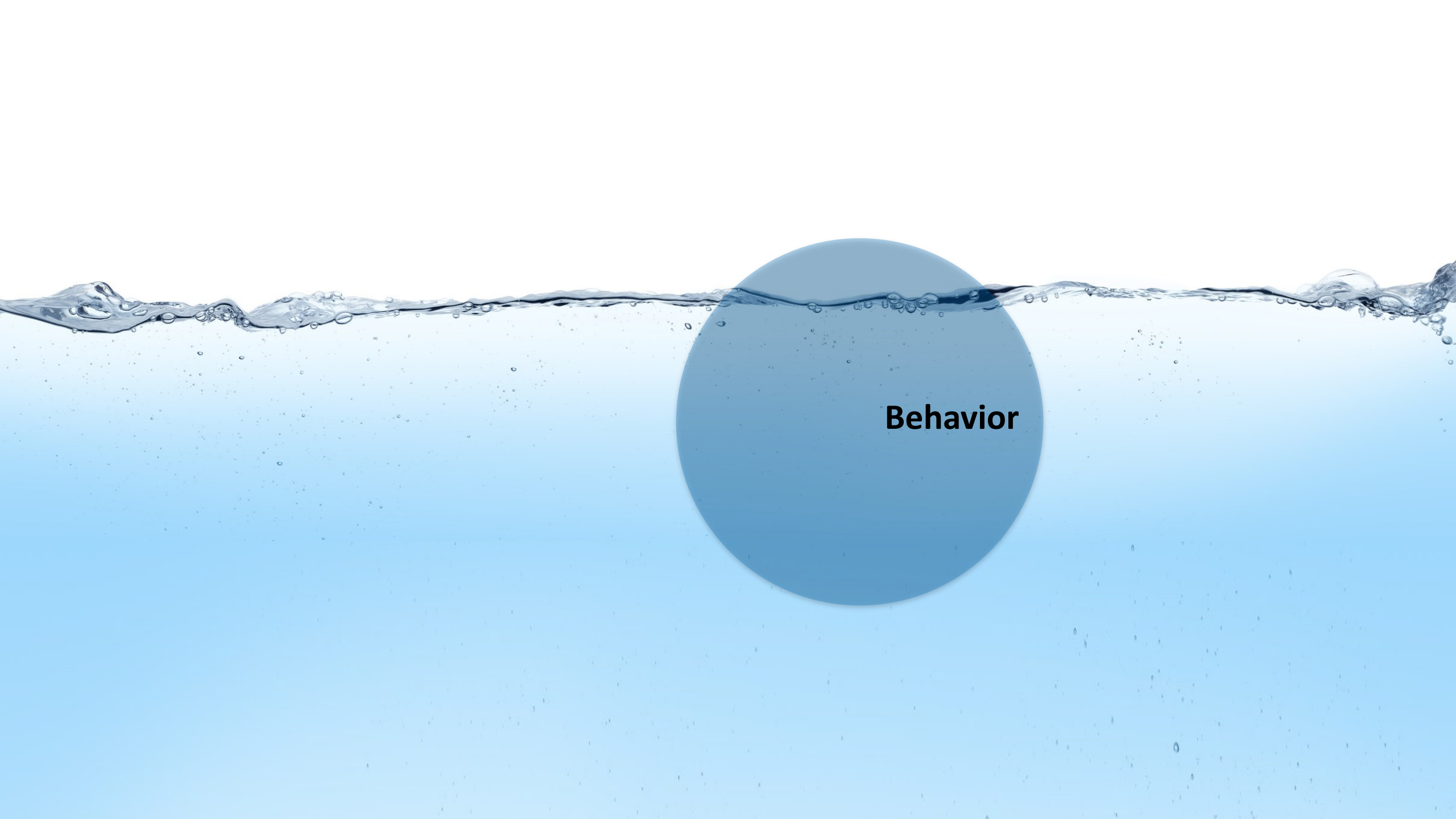
**Unique Strengths**

*When we get this blend right,  
we see superior performers*

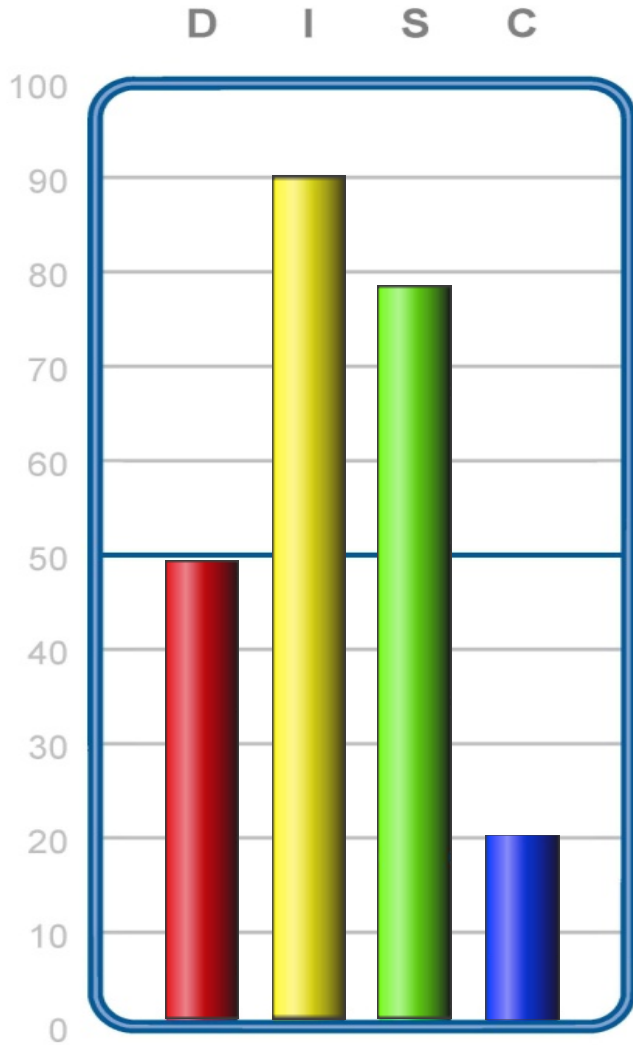
# THE NUMBER ONE MISTAKE HIRING MANAGERS MAKE

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*Is not identifying the traits needed to be successful.*



**Behavior**



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



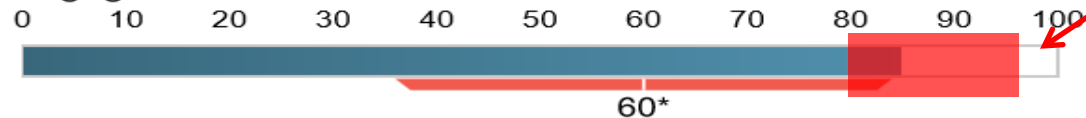
# 12 BEHAVIORAL TRAITS RELATED TO JOB PERFORMANCE



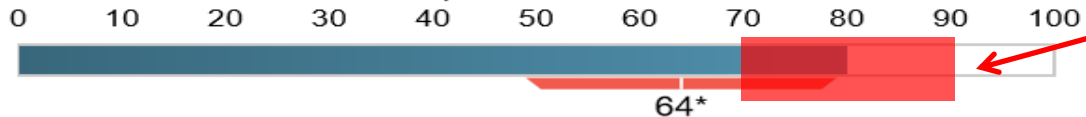
## Behavioral Hierarchy

This section is designed to give a visual understanding of the behavioral traits demanded of the position. The graphs below are in descending order from the highest rated behavioral traits required by the job to the lowest. This means the higher the score the more important that behavioral trait is to stress reduction and superior job performance.

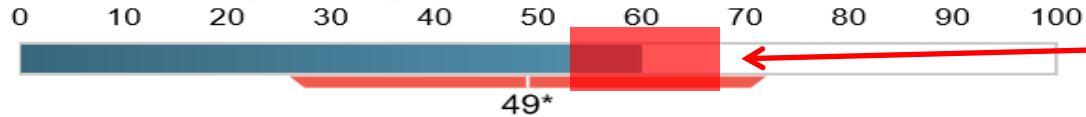
**Interaction** - The job requires frequent communication and engagement with others.



**Customer-Oriented** - The job requires identification and fulfillment of customer expectations.



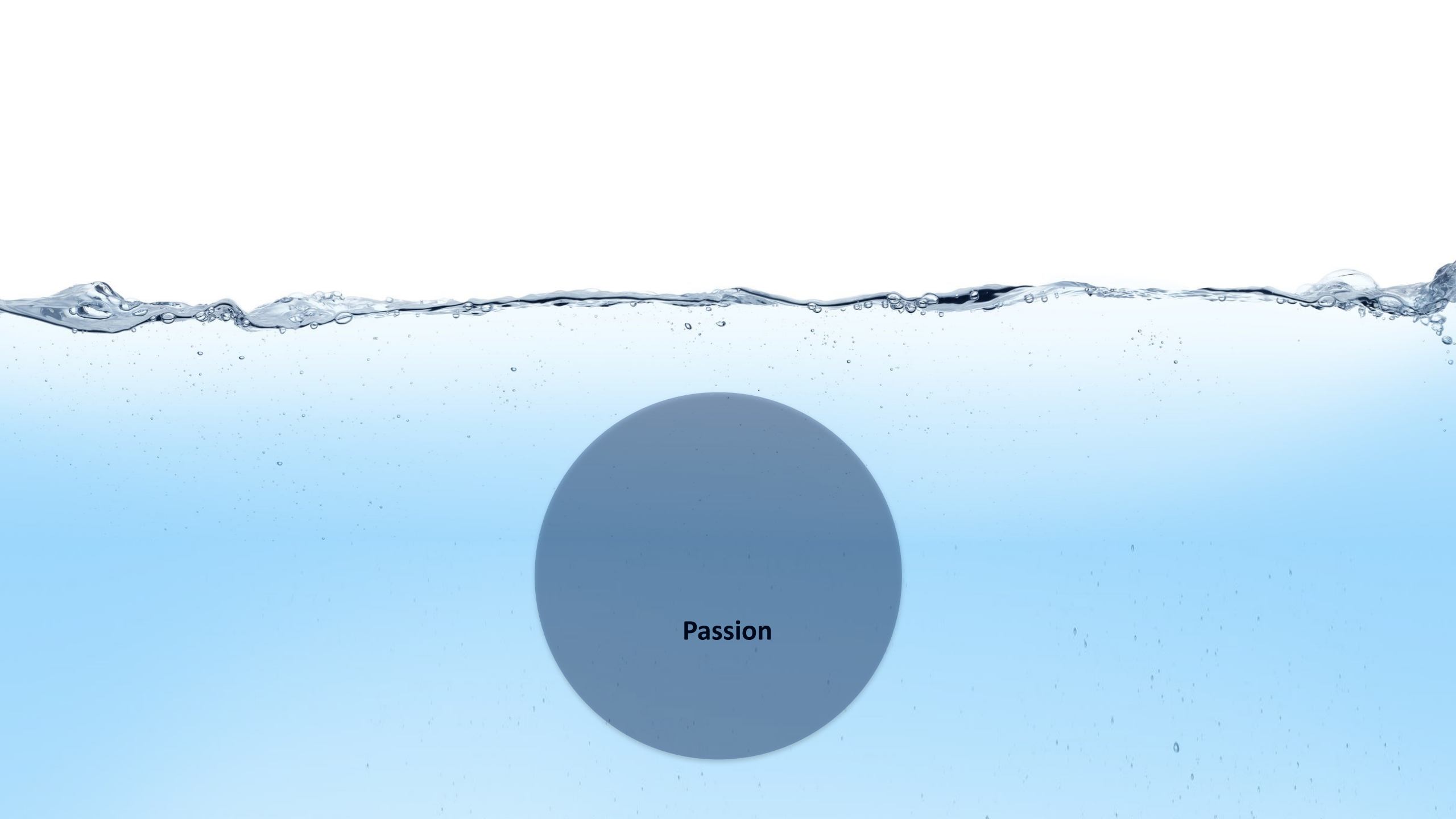
**Competitive** - The job requires assertiveness and a "will to win" in dealing with highly competitive situations.



*89% of the top performers*

*81% of the top performers*

*84% of the top performers*



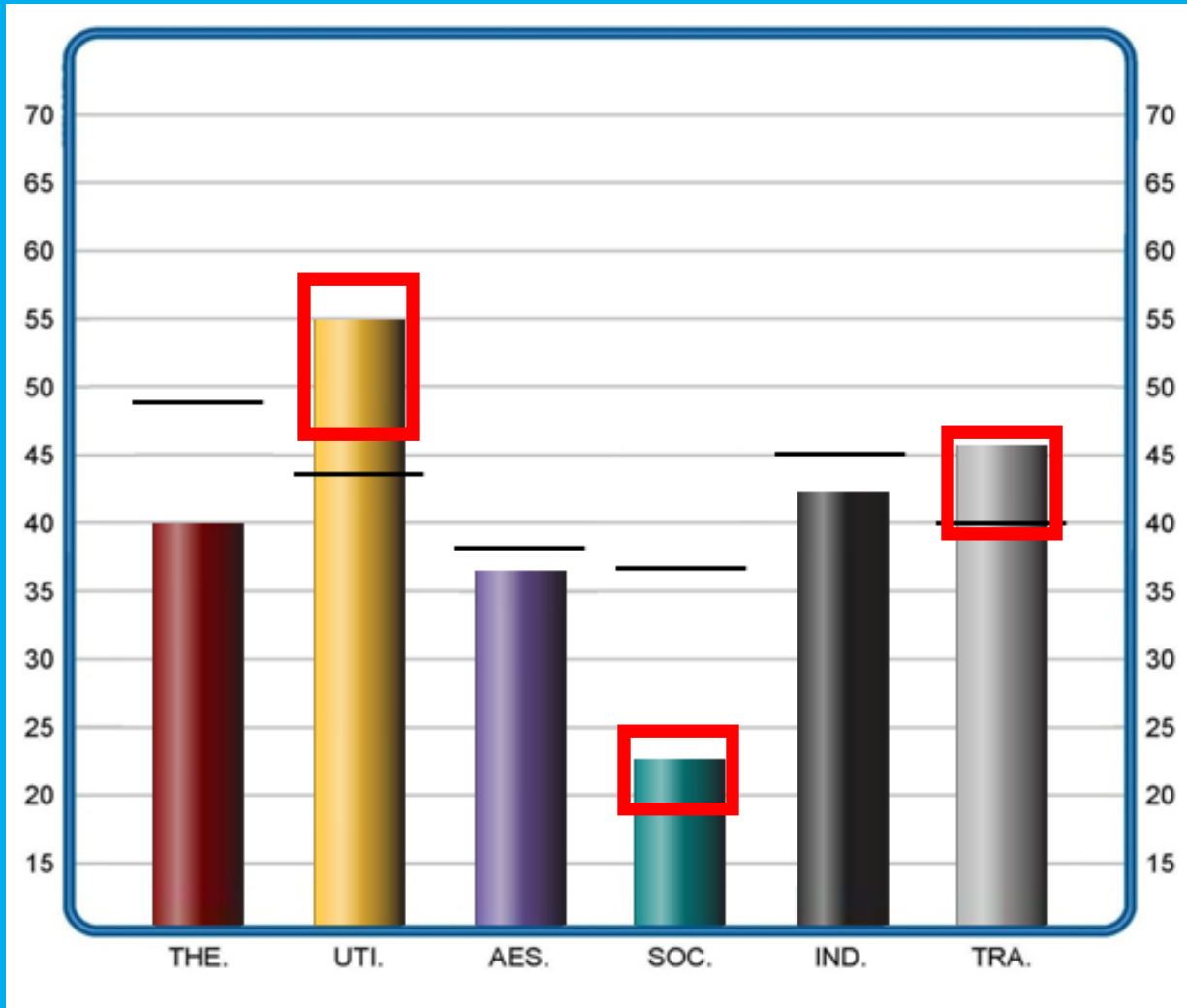
**Passion**



# 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



A green circle is centered in the image, containing the text "Soft Skills". The background is a high-speed photograph of water splashing, with a clear horizontal line separating the air above from the blue water below. The water surface is covered in small bubbles and ripples, creating a dynamic and fresh aesthetic.

**Soft Skills**



## 25 PERSONAL SKILLS RELATED TO JOB PERFORMANCE

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

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



7.5\*

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

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



7.2\*

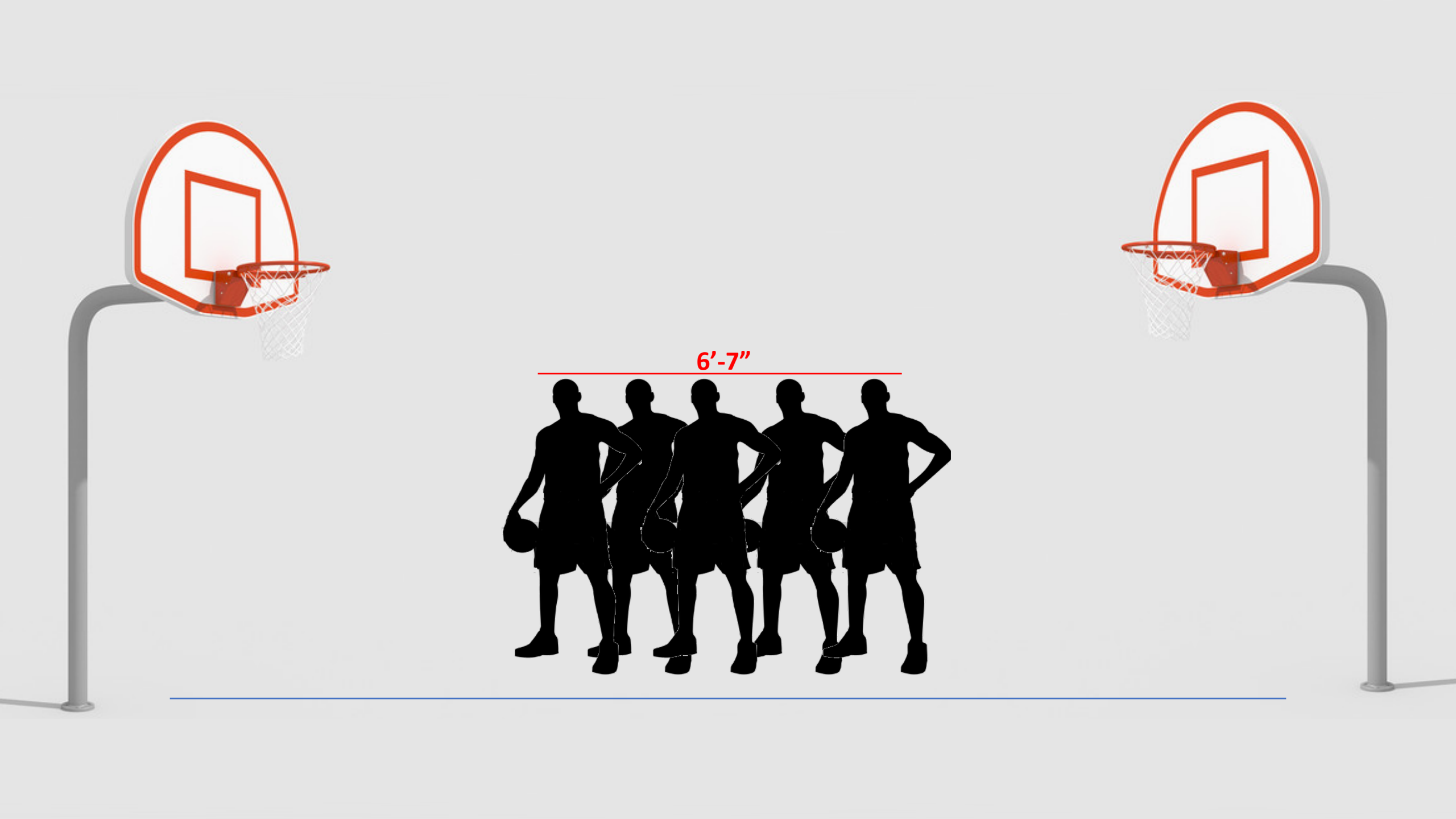
**Resiliency** - The ability to quickly recover from adversity.

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



7.2\*

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



6'-7"

# INTERVIEWING FOR THE TOP TRAITS

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**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

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## *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.



# WANT MORE? HERE ARE 3 WAYS YOU CAN MAKE EVERY HIRE COUNT

**PARAMOUNT CONSULTING GROUP**  
Better results through better people

**LEARN MORE**  
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 assess 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 the 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](mailto:Sara@SuccessfulHiring.com)

Subject Line: Interview Questions

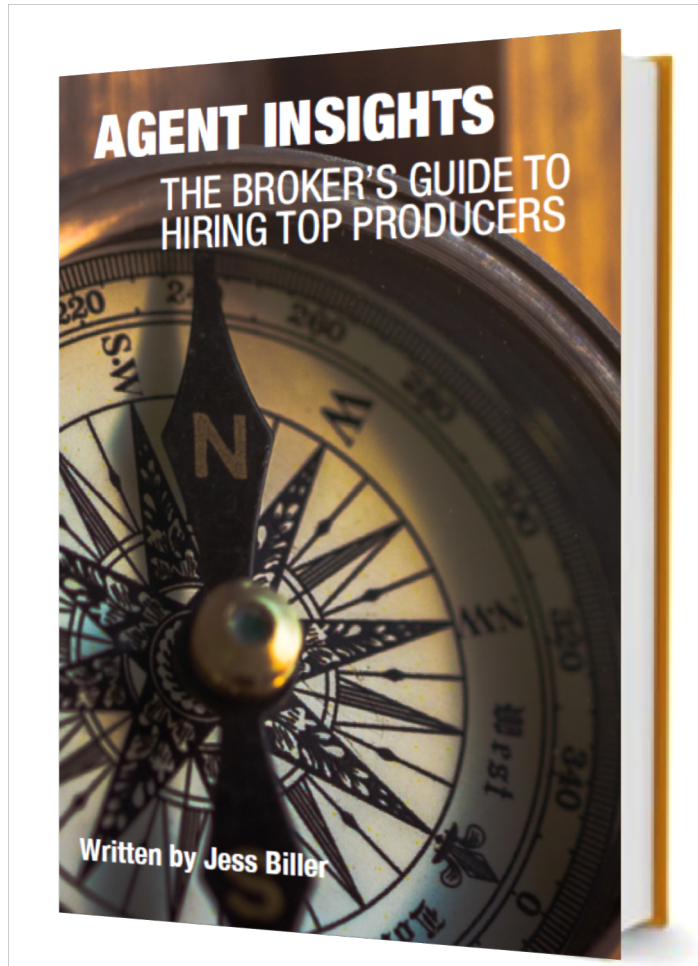
Your Name  
REALTOR®

Cell: 555-555-1212  
Fax: 555-550-8076  
yoursite@gmail.com  
www.yoursite.com

9748 E. Place, Tulsa, OK 74146

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WANT MORE? NUMBER 2



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Subject Line: Book

# WANT MORE? # 3



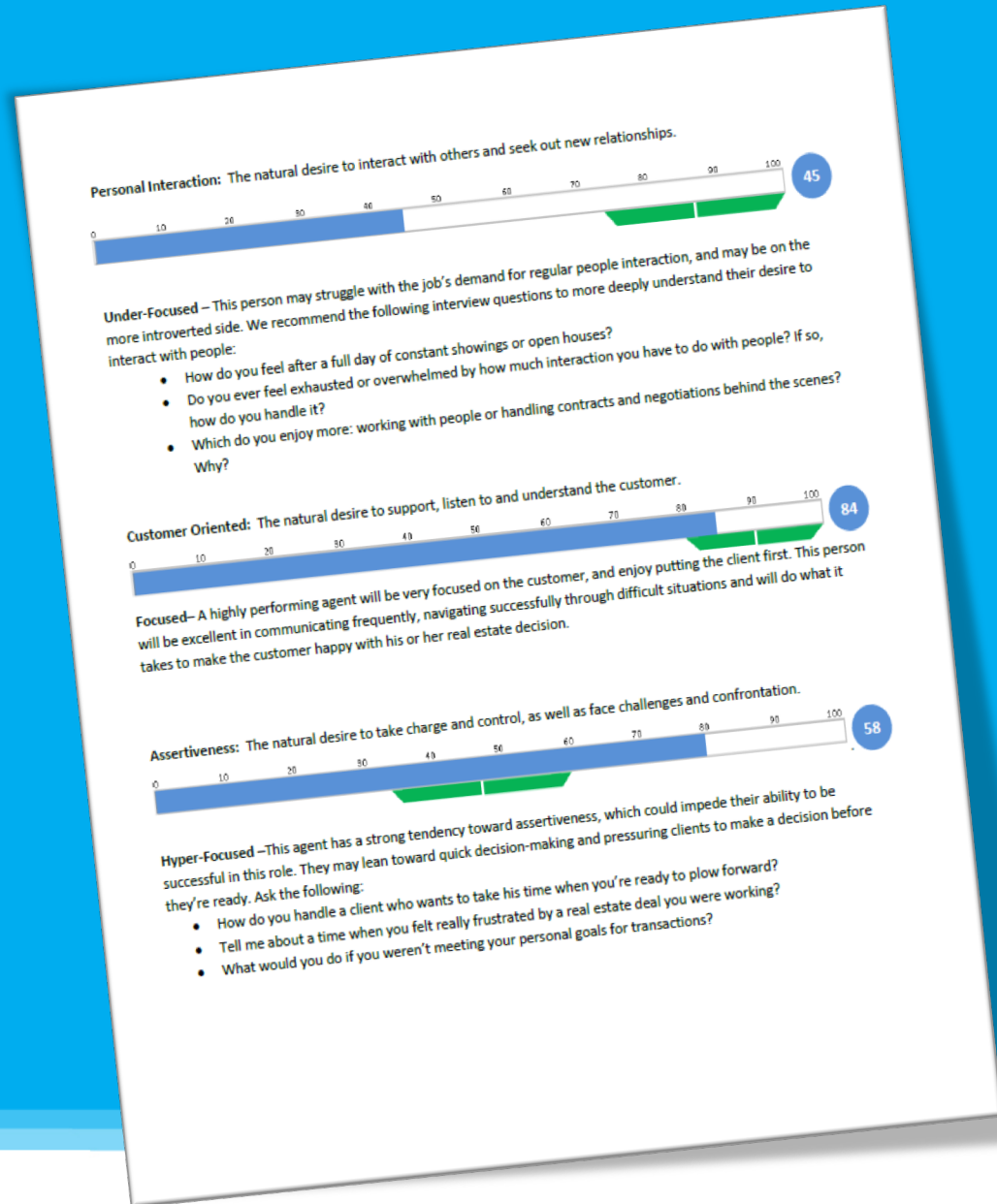
## Includes:

### 30+ page report

- General characteristics
- Value to your organization
- Passions
- Soft skills
- Behavioral skills

Scores for the same 43 key characteristics used in the research

# WANT MORE? # 3



## Includes:

30+ page report

- General characteristics
- Value to your organization
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- Behavioral skills

Scores for the same 43 key characteristics used in the research

9 point top producer comparison

20 Minute phone consultation

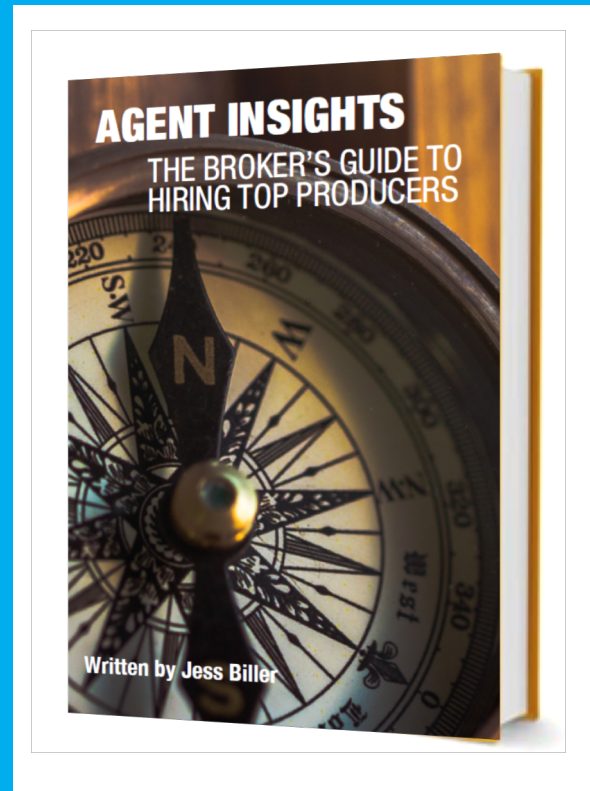


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# 3 WAYS YOU CAN MAKE SURE EVERY HIRE COUNTS



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