

# Recruiting and Selecting the Right Agents

Jess Biller, CPBA

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

## 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 our reputation*

# WHY IS THIS IMPORTANT NOW?

BLOCKBUSTER  
VIDEO

BLOCKBUSTER  
VIDEO

BLOCKBUSTER VIDEO

NETFLIX



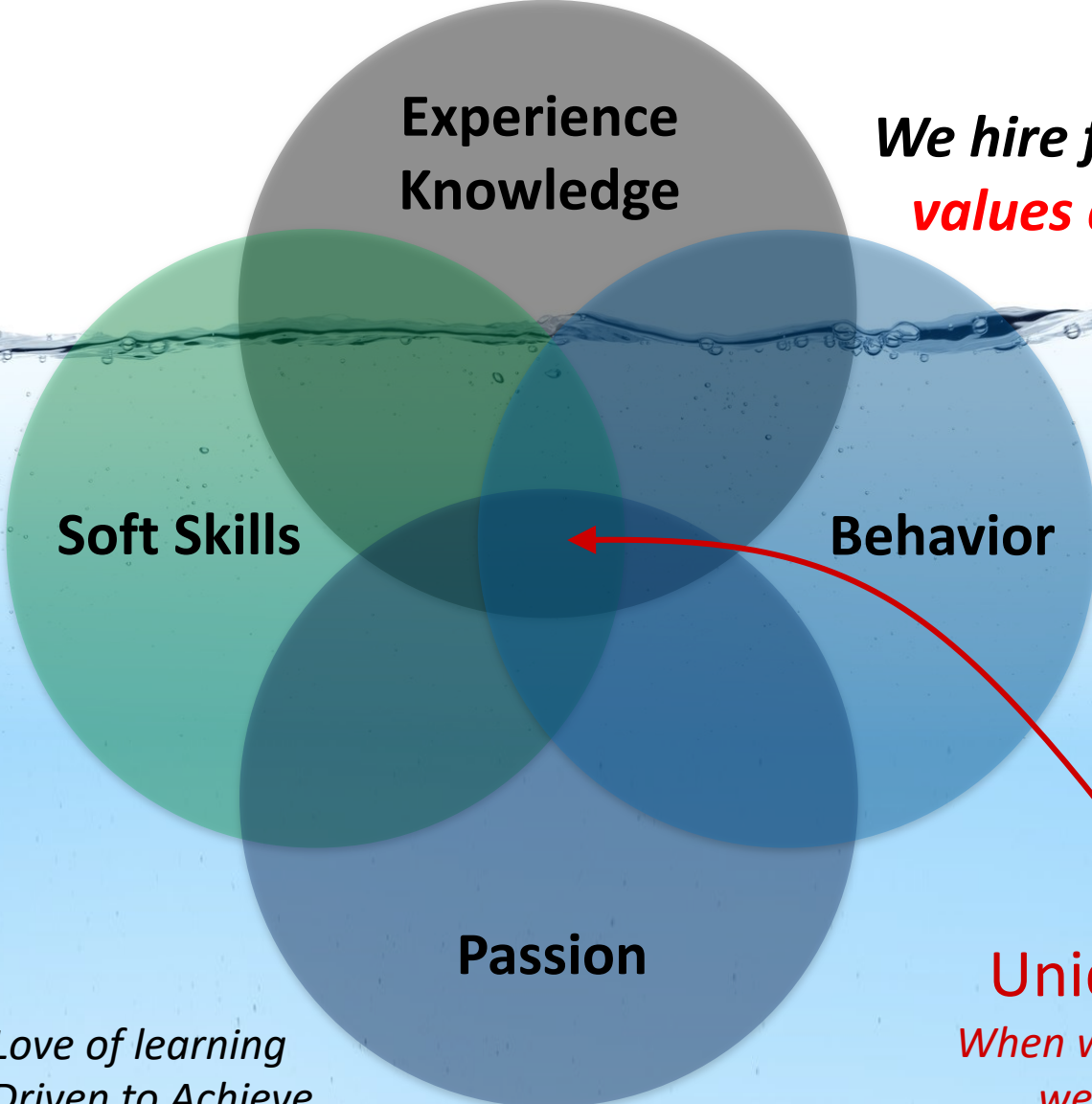


## WHY IS THIS IMPORTANT NOW?

*The days of hiring 10 agents and hoping 2 were 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**

*Assertiveness  
Sense of Urgency  
Persistence*

**Behavior**

**Passion**

*Love of learning  
Driven to Achieve*

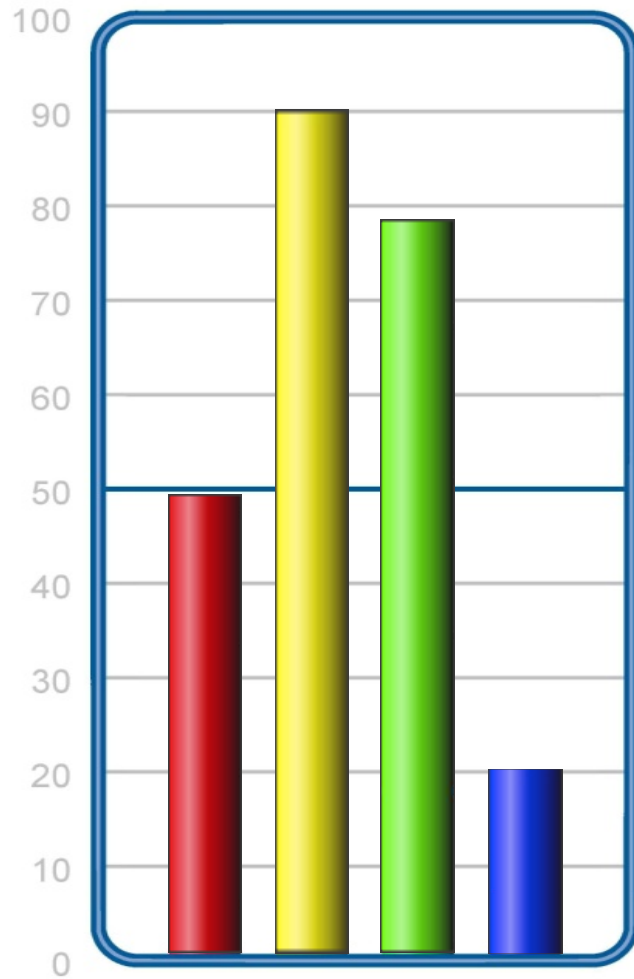
***Unique Strengths***  
*When we get this blend right,  
we see top producers*



**Behavior**

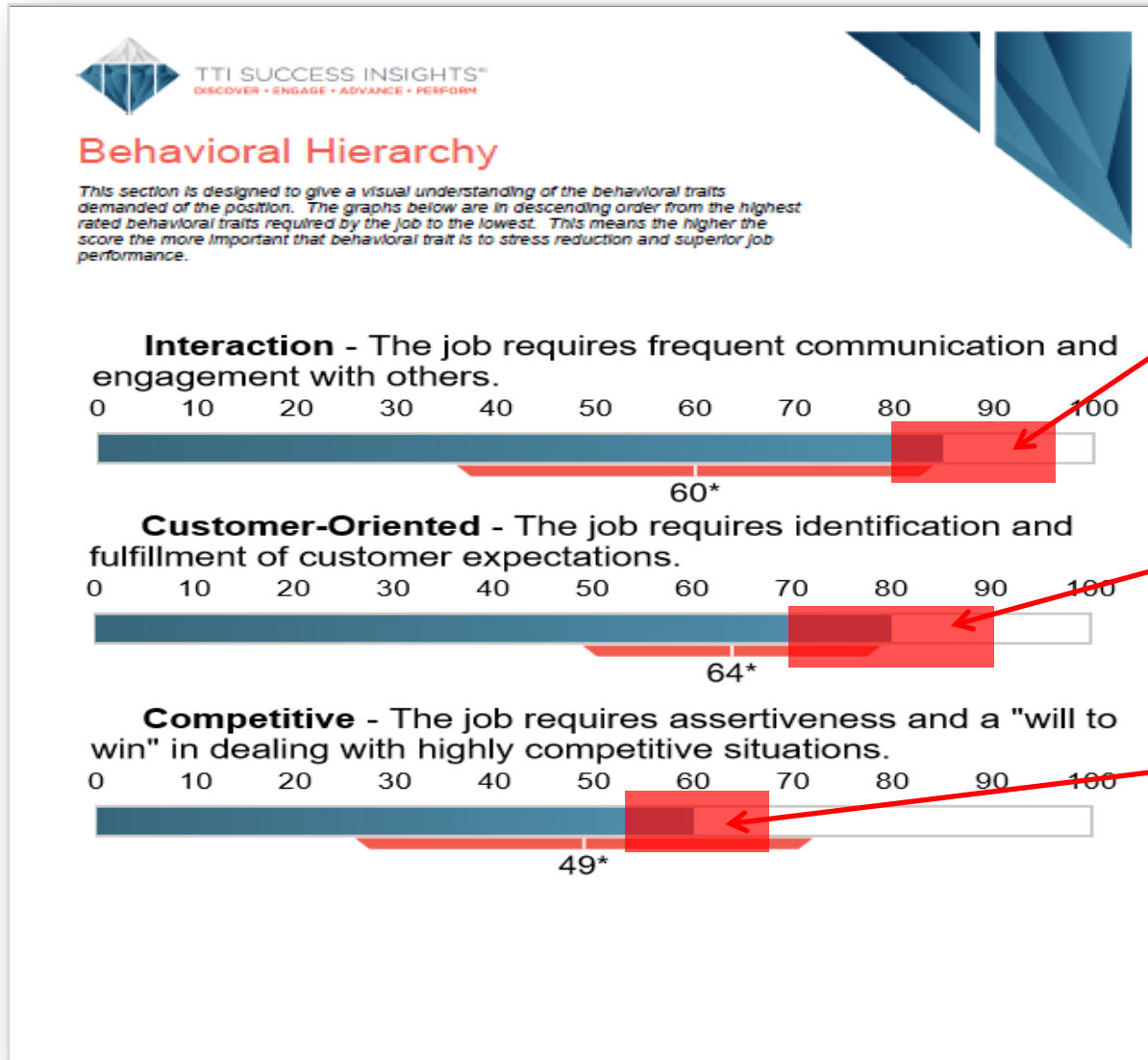
*Assertiveness*  
*Sense of Urgency*  
*Persistence*

D I S C



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**

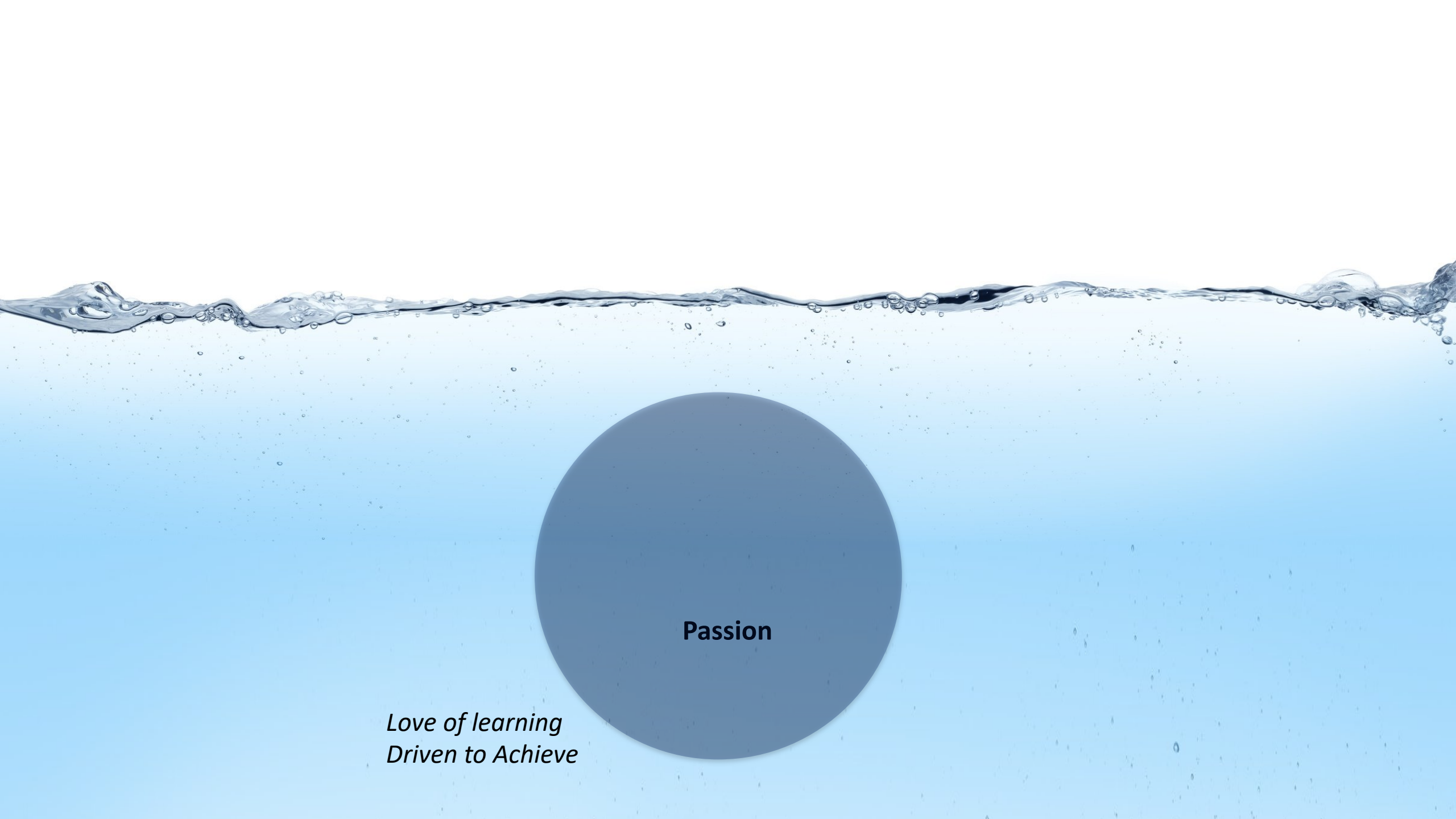
# 12 BEHAVIORAL TRAITS RELATED TO JOB PERFORMANCE



**89% of the top producers**

**81% of the top producers**

**84% of the top producers**

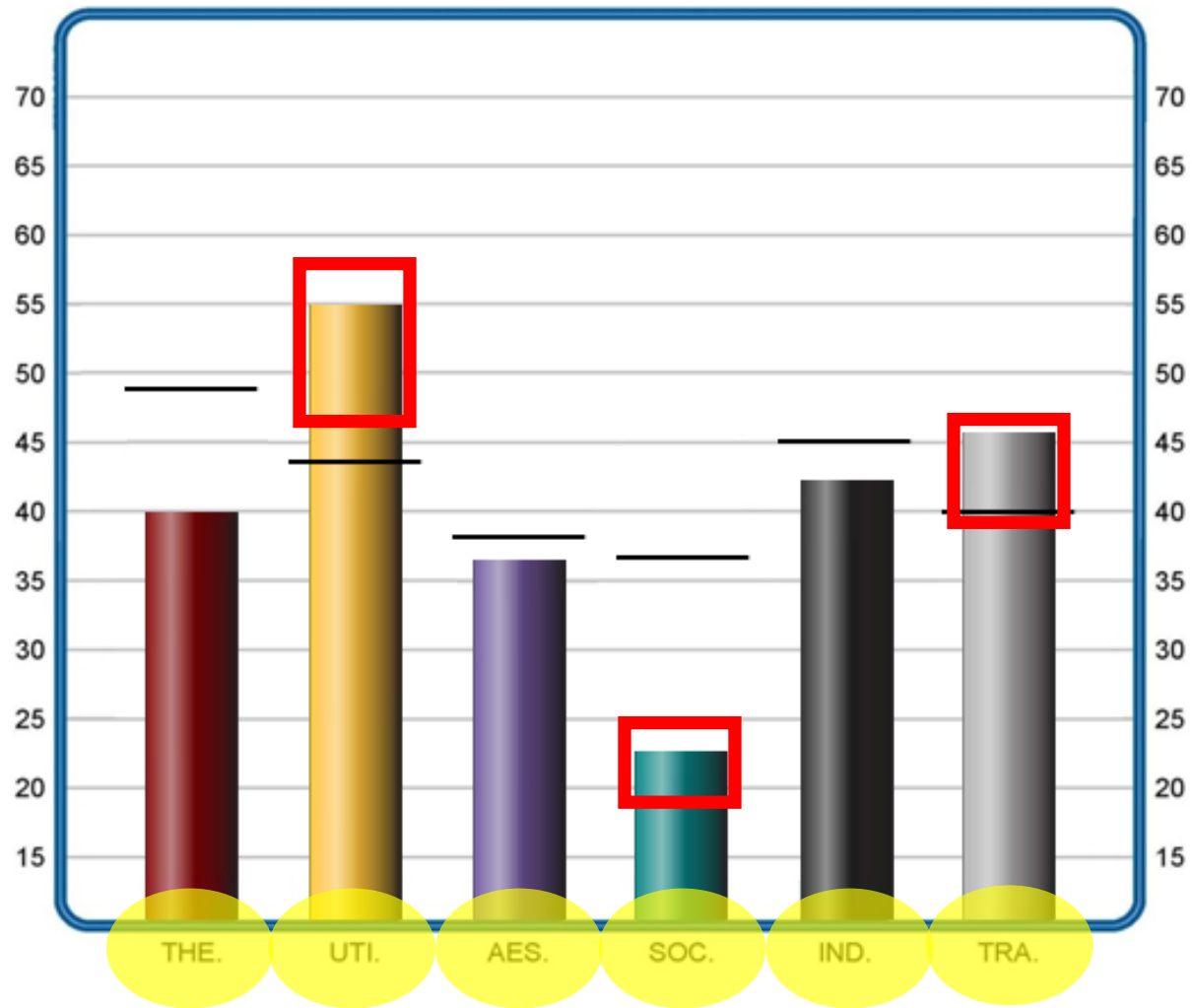


**Passion**

*Love of learning  
Driven to Achieve*

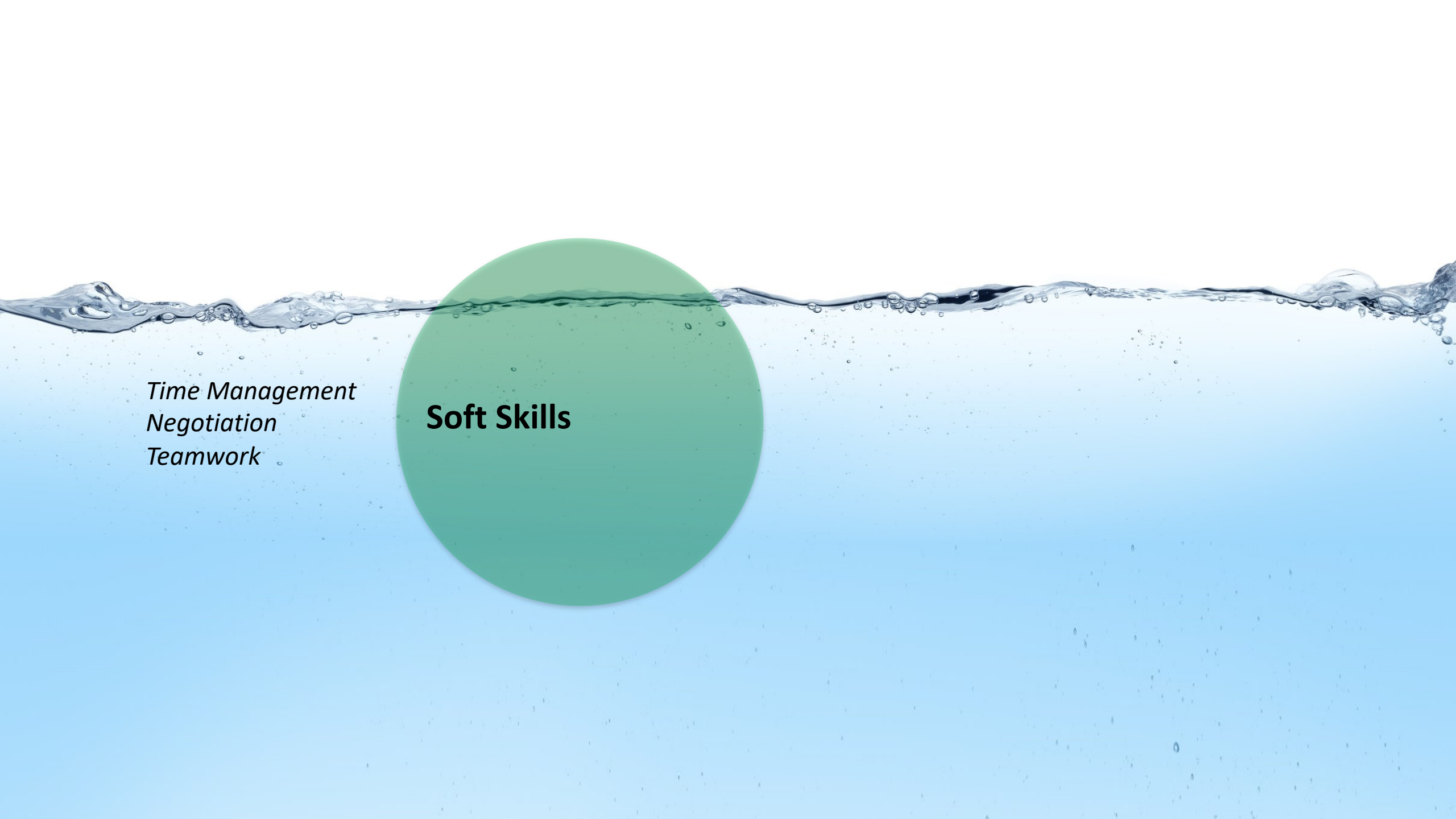
# Extrinsic -vs- Intrinsic Motivation





- 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**

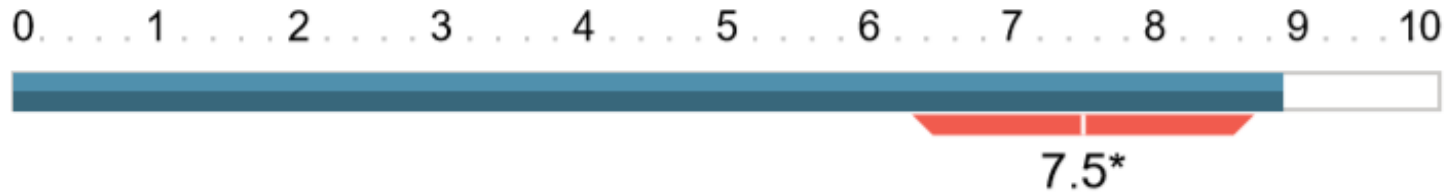


## 25 PERSONAL SKILLS RELATED TO JOB PERFORMANCE

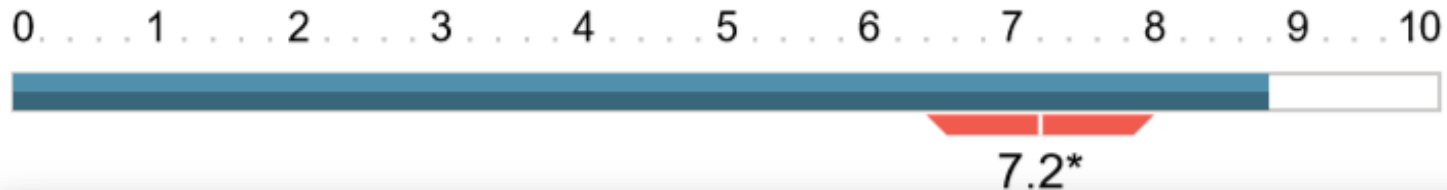
- Interpersonal Skills
- Continuous Learning
- Customer Focus
- Futuristic Thinking
- Self-Management
- Resiliency
- Flexibility
- Problem Solving Ability
- Presenting
- Leadership
- Persuasion
- Conceptual Thinking
- Decision Making
- Conflict Management
- Creativity
- Teamwork
- Empathy
- Written Communication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

## 25 PERSONAL SKILLS RELATED TO JOB PERFORMANCE

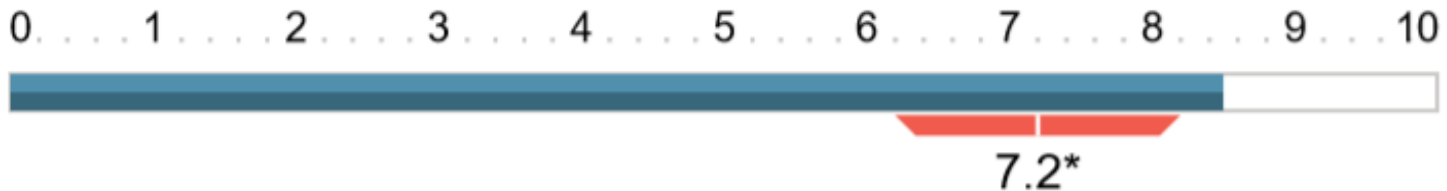
**Problem Solving Ability** - Anticipating, analyzing, diagnosing, and resolving problems.



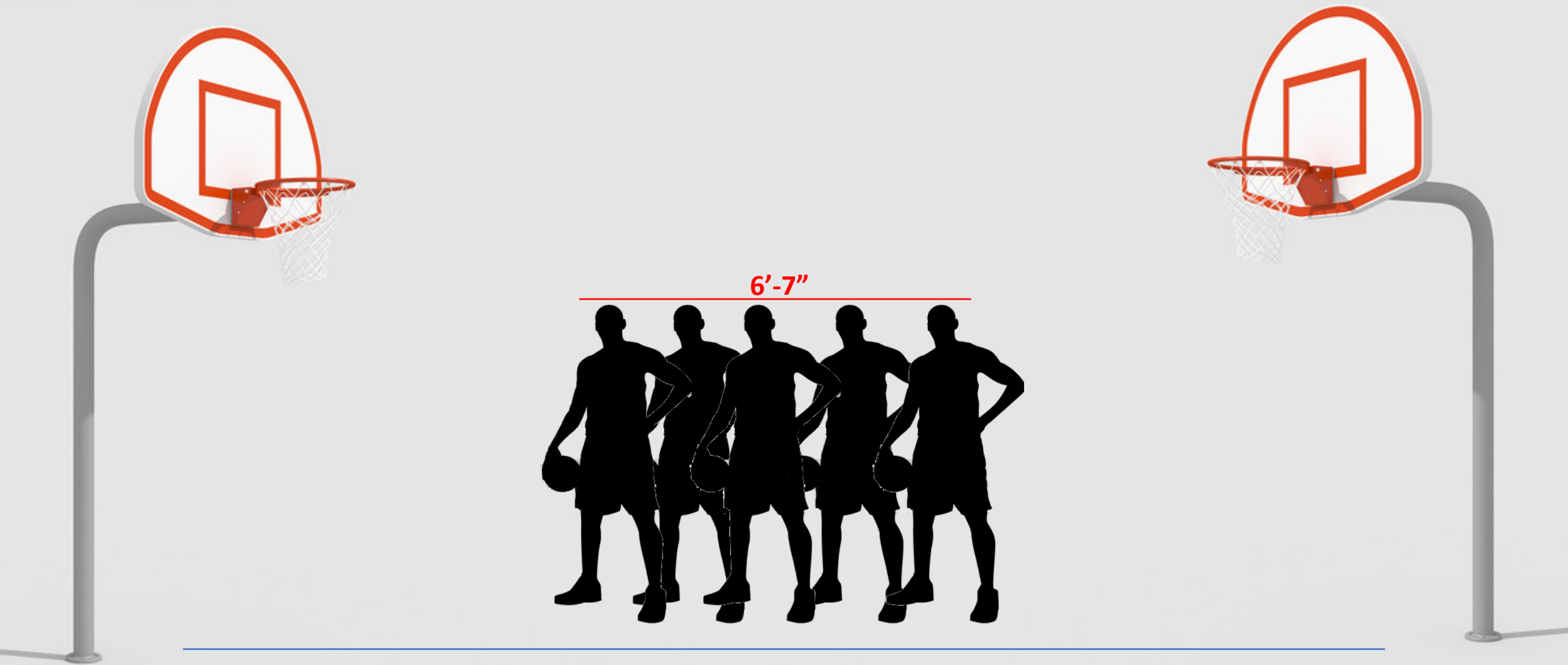
**Personal Accountability** - A measure of the capacity to be answerable for personal actions.



**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.

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



*To receive your FREE guide:*

Email: [Sara@SuccessfulHiring.com](mailto:Sara@SuccessfulHiring.com)

Subject Line: Interview Questions

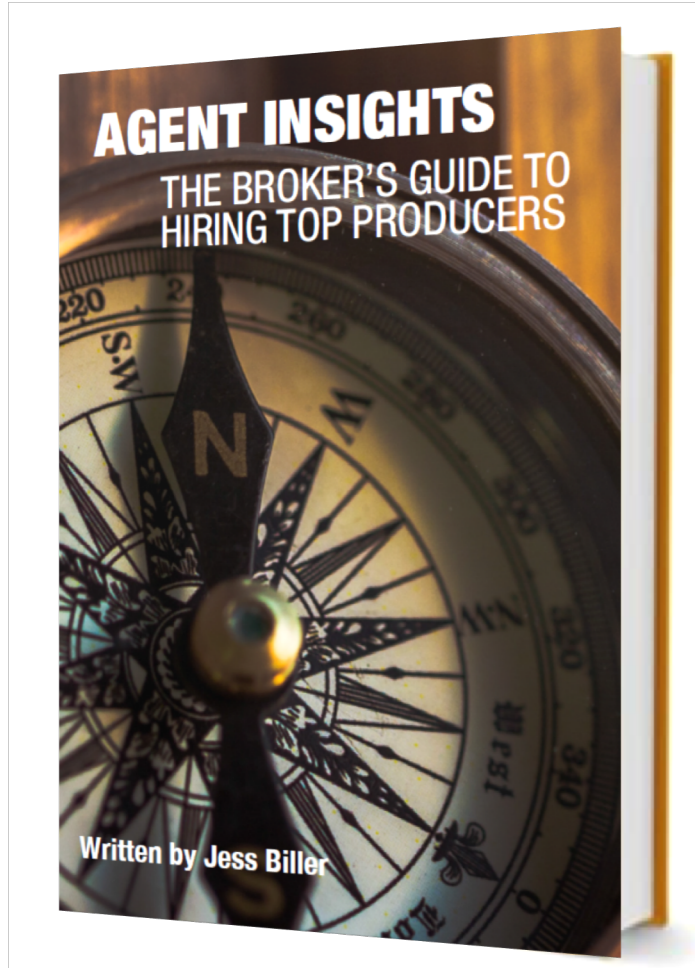


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## WANT MORE? NUMBER 2



To request your copy:

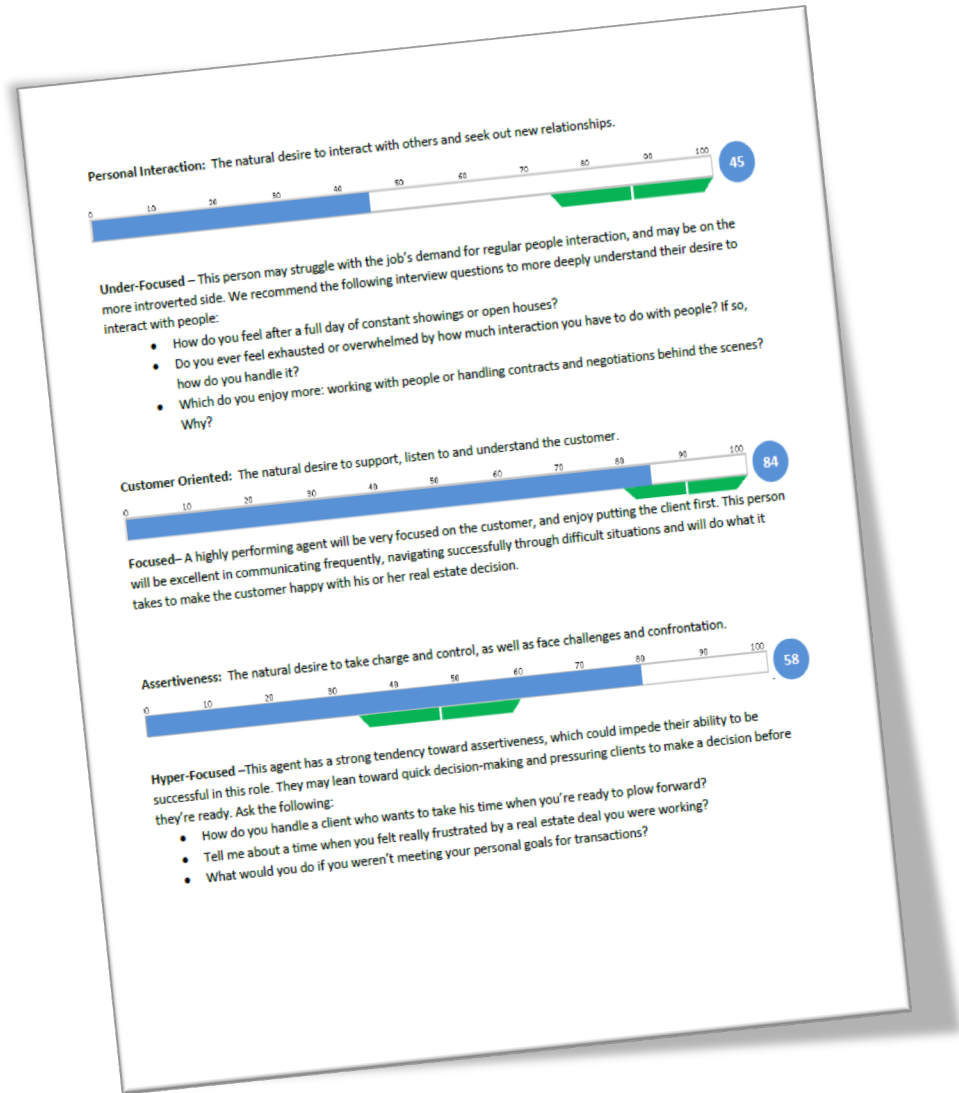
Email:

[Sara@SuccessfulHiring.com](mailto:Sara@SuccessfulHiring.com)

Subject Line: Book

# WANT MORE? NUMBER 3





Includes:

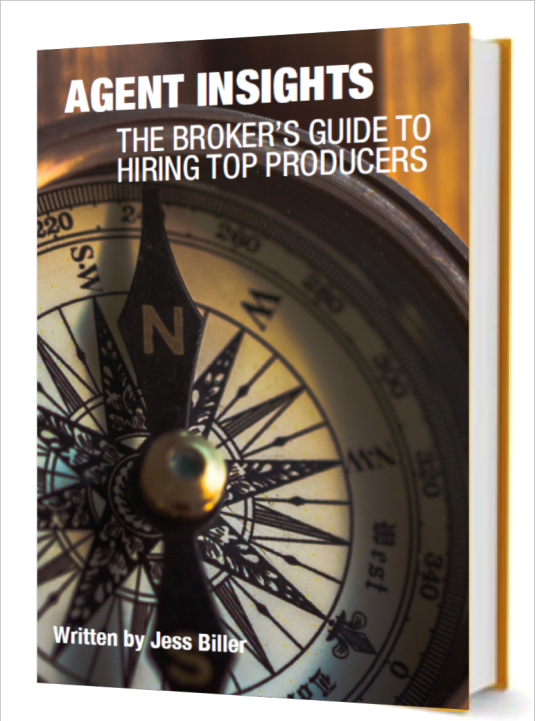
30+ page report

- Passions
- Soft skills
- Behavioral skills

9 point top producer comparison

20 Minute phone consultation

# 3 WAYS YOU CAN MAKE SURE EVERY HIRE COUNTS



Email: [Sara@SuccessfulHiring.com](mailto:Sara@SuccessfulHiring.com)