



BREAKOUT SESSION RESULTS

TOP 3 SUGGESTIONS THAT REALTOR® ASSOCIATIONS CAN DO
THAT WILL ASSIST BROKERS IN:

AGENT RETENTION & RECRUITMENT

DISCUSSION #1

1. Provide training manuals for new agents written by experienced agents
2. Investigate how to appeal to potential agents in their 20's and 30's.
3. Provide trends in compensation models for agents



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DISCUSSION #2

1. Create an anonymous exchange site that posts offers of competing firms.
2. Create programs that attract new and younger agents to the industry.
3. Provide a simple value proposition on the benefits of being a REALTOR® vs. a real estate agent.



2014 REALTOR®
BROKER SUMMIT

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DISCUSSION #3

1. Provide “Train the Trainer” programs like CRB, that helps provide education for brokers on retention and recruitment.
2. Reduce/Waive fees for first year agents.
3. Make a concentrated effort to attract new/younger agents to the industry.