

Recruiting Assessment

Broker/Manager: _____ Office: _____ Date: _____

We all know recruiting SOLVES everything. Yet we also believe our culture is to add value to the agents by doing training and by assisting with listings and sales. **Time management** becomes critically important in prioritizing recruiting as one of our top goals as a broker/manager. **The 2:1 Ratio: Remember for each agent that leaves or retires, we need to hire TWO more: One to Replace and One to Grow.**

Take this evaluation to help identify your recruiting strengths and weaknesses.

ACTION TASKS to GROW:	Use Now	Will Use
I schedule and plan recruiting time as an appt on my calendar.		
Recruiting is a priority to me to sustain the growth of my office.		
I enjoy making recruiting calls.		
My biggest challenge in not meeting my recruiting goal is:		
I prefer to recruit New Recruits or Experienced Why?		
The best part of recruiting is:		
I love the challenge of recruiting Experienced/New Recruits. Why?		
Send postcards monthly to GEO Target Recruit Farm Lists.		
Send emails to my sphere to attract new recruits.		
Send emails to experienced agents to thank for a sale.		
Send emails to experienced agents monthly drip campaign.		
Send post cards to experienced agents monthly/quarterly.		
Hold _____ # of Career Seminars per month.		
Search real estate website - pending licensee list for new agents.		
Use iProspect for tracking experienced production.		
Identify experienced agents on teams that would double with us.		
Ask agents to introduce me to new recruits & experienced agents.		
Visit agents at Broker's Opens or Open Houses		
Ask for a meeting before I hang up the call with a recruit.		
I have no problem explaining our Value Proposition to a recruit.		
I rarely have time to recruit. Why?		
I feel passionate about my recruiting message.		
I am comfortable explaining commission comp plans.		
My favorite topic or strategy for recruiting is:		
I use recruiting talking points when speaking with recruits.		
I can't close effectively and need help with: _____		
My biggest challenge in recruiting experienced agents is:		
I wish we had the following tool to help recruit: _____		
I time block my recruiting prospecting time.		
The best times to make calls: morning, afternoon, evening.		
The best day for me to make calls is S M T W T F S		
My 3 New Habits are:		
In a perfect world my recruiting time would be: _____		