

Recruiting 2.0

AlignMark rolls out its **next-generation online recruitment** management system: **iNTELAGENT**

By John Voket



If real estate brokers, managers and recruiting professionals who have been successfully using AlignMark's Real Estate Simulator considered this Web-based tool invaluable, look out! The company recently rolled out the equivalent of a giant Web-based tool chest: a system appropriately named, 'iNTELAGENT-The Complete Recruiting Solution.'

Brokers and recruiters—from Long Island to Cleveland to beautiful downtown Burbank—who have been using the system for several months, some who even assisted in test driving the prototype, are uniformly singing its praises.

According to Don Kottick, vice president, products & services for AlignMark, the company envisioned a program far beyond the scope of its highly touted Real Estate Simulator, which effectively fills a need on the part of management to centralize the recruiting of experienced and new agents in one program. But with the rollout of iNTELAGENT, AlignMark has in a single, strategic move facilitated a product that impacts virtually every aspect of recruiting.

A Fully Integrated System

“The majority of brokers who see this, immediately sign on—there’s immediate acceptance,” says Kottick. “This is a fully integrated Web-based recruitment management system. The iNTELAGENT system has built-in forecasting and monitoring features that incorporates the already popular Real Estate Simulator.”

Kottick says some of the most well-received new features built into the iNTELAGENT system include pipeline projections.

“Nobody has ever done this type of quantification of the pipeline before,” he says. “And the beauty of it is that the pipeline can now be managed in a consolidated and branch-level view by a broker/owner or recruiting executive, with up-to-the-minute tracking of every aspect of every prospect’s contact—correspondence, frequency and even response times.”

The system also provides comprehensive activity reporting based on where prospective recruits are in the recruiting/hiring process.

“This aspect also helps enhance accountability with details that can be easily tracked through one central

location,” Kottick says. “iNTELAGENT allows brokers to build an accountability piece into the recruiting process.”

Brokers particularly appreciate the ease at which they could format and dispatch drip e-mails.

“The drip e-mails create and build brand equity, along with an awareness that over a particular length of time, dripping messages and contacts are going out slowly and steadily,” Kottick says. “Plus, it can distribute all that correspondence over longer periods with larger numbers of candidates, over multiple campaigns managing a larger block of

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Frank Dell Accio Jr., broker with Century 21 AA Realty of Lindenhurst and Seaford, New York, has already had great success working with AlignMark’s Real Estate Simulator, but admitted that once he began using iNTELAGENT, he fully appreciated what he was missing.

Perfecting a Prototype

“Once AlignMark came in and Don told us about the product, we told them we wanted to be in on the testing,” Dell Accio says. “In the near future, I think the industry is going to recognize iNTELAGENT as one of the most important recruiting and

management tools we’ve seen to date.”

According to Kottick, iNTELAGENT not only rates assessments, but manages the pipeline, and task-oriented assignments—it’s all in one system.

“We came in before they rolled it out—I think we were one of eight brokers in the U.S., and it was like any new toy, we got very excited,” Dell Accio says. “We were happy to see the system worked well from the moment we installed it. And in the event we came across any small issues, the responsiveness of AlignMark’s staff was phenomenal.”

For example, when Dell Accio discovered some e-mail responses weren’t reaching the intended candidates in the system, it was fixed within hours.

“As far as I can tell, there is nothing as customizable in the industry—easy input, effective reporting,” he says. “I’ve been doing this for 31 years and recruiting has never been a structured activity until now. iNTELAGENT allows the function to be completely structured. Even in the previous best system, you still had to juggle databases—the ability to use all tools under one roof creates extreme efficiency.”

Making a Difference

At Dilbeck Realtors GMAC of Burbank and LaCanada, California, Jerry Bolin is experiencing the benefits of iNTELAGENT, along with the Real Estate Simulator, for the first time, and it’s making quite an impression.

“We’ve been working with the system four to five months now,” says Bolin, director of career development. “We use the Simulator as an indicator gauging the potential for career success, and when we see the high scores, we jump on like crazy.”

Dilbeck also uses iNTELAGENT’s contact management program.

“Anyone who goes into the Real Estate Simulator automatically goes

into the database, which has milestones, a 'to-do' reminder and contact management. It's all industry-oriented and customizable."

Help When Needed

Echoing Dell Accio's claims, Bolin says his company has experienced a couple of glitches.

"But they've been really responsive," he says. "When we had questions about the Milestone program, they were able to fine tune the program based on our needs."

Liz Boone is director of recruiting at Prudential Select in Mentor, Ohio, near Cleveland. She currently oversees recruiting and retention for six offices and a staff of more than 250 agents.

Thanks to iNTELAGENT, she says Prudential Select's managers are looking at expansion with a goal of recruiting 60-80 new agents this year. "We're planning to expand to

three new offices, either takeovers or start-ups," she says.

Like Dell Accio, Boone was working with AlignMark before it rolled out iNTELAGENT.

"Having experience with the Real Estate Simulator really helped our learning curve with iNTELAGENT," she explains. "While the old system was a great way to actively find new career prospects, the new system is far superior, allowing us to manage follow up and time management.

"It sends out e-mails while I'm doing other tasks or sleeping, saving me hours," she adds. "Now, there are no more excuses about candidates falling through the cracks."

Now that her iNTELAGENT system is fully integrated, Boone says she can't imagine doing her job as efficiently without it.

"The pipeline feature helps us accomplish certain tasks," she says.

"When we're talking to our broker/owners, they can look at a reporting system and see who is in the pipeline. The pipeline and reporting system even allows our owners and investors to look at candidates who may not necessarily be agent prospects."

Other agent recruits who may not be ready for several months, or even a year out, can effectively be kept in the loop by using the drip e-mail system, Boone says.

"We find them when the timing is right—and the drip prompts them to call me back," she says. "I'm telling you, the Real Estate Simulator was a strong program, but now that AlignMark has launched iNTELAGENT, it's recruiting on steroids. I truly believe this system is the missing link for large or small firms. If a company is willing to grow—this is the best tool available." **RE**