

## Creating a Plan for Recruiting - Can You Spare the Time?

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RISMEDIA, June 25, 2009-Recruiting-talent attraction, head hunting, whatever you want to call it-it's one of the most important aspects of growing a real estate company. Your survival depends on the hard work of a talented, trustworthy sales staff. If this is a fact, then why is it that more brokers/owners/managers don't put in the necessary time and effort to recruit top-notch sales? I've worked with hundreds of people just like you in this industry, so here is my theory.

You are too busy...because you allow the demands of everyday life to rise to the top like foam on a Starbucks latte. You need to sell homes or help your agents sell homes; take your kids for a walk, or shuttle your dogs to soccer practice. (Just making sure you're paying attention) Trust me there is always something else to do besides formulate a plan for recruiting. You might hate recruiting or feel uncomfortable doing it; ponder how to go about it or whom to choose. Interviewing in itself is very time consuming.

Recruiting is one of the most difficult jobs in any industry. Why do you think recruiting companies charge 30% of a position's salary to find the right person?

Finding a productive agent-one that won't suck the life out of you or everyone else in the company-one that fits in with your culture but isn't adverse to constructive criticism and will work with you-can be like putting a 1,000 piece jigsaw puzzle together in zero gravity. All the pieces are floating around; you can see them right in front of your eyes, but when you reach out to grab that piece to connect - then you realize it's not so easy to put them together without a hard surface.

There are hundreds if not thousands of agents in your marketplace-a lot of them looking for a home to pitch their tent. You can look up their production on the MLS or through other data tools you've purchased but does that mean they are the right fit for you? Will they even talk to you? Why should they? Going back to the beginning of this piece, do you even have time to call or e-mail them? You mean to but time is very demanding.

The hard surface for the puzzle piece is called a plan or a system for recruiting. A plan will help you stay focused for hiring and training. Is recruiting a pain for you? What method do you use to conquer this madness? I have a plan and would like to share it with you. Let me know if you'd like a copy.

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