



Revolutionary Recruiting for Fierce Times: What Works to Recruit Exceptional Talent in Challenging Markets

A Special Presentation for Brokers in Challenging Markets

Wasn't it great? Agents were knocking down the doors to join you. And, almost anyone could get a sale! Unfortunately, those times are gone. Instead, we brokers must *pro-actively* drive our recruiting efforts. In addition, we have to use different recruiting and selecting methods from those we used in fast markets. Carla Cross, CRB, MA, calls these 'revolutionary recruiting' strategies.

In this presentation, Carla smashes the five myths that are still being perpetuated about recruiting. She shows why these myths are causing plummeting profits. Then, she shows brokers exactly how to build a revolutionary recruiting strategy that delivers exceptional talent in challenging markets.

In this presentation:

- ◆ The five myths about recruiting that are costing brokers millions of dollars of lost revenue today
- ◆ What really destroys the power of your recruiting magnet—and how to regain that power to recruit the winners you want
- ◆ Why training isn't working as a recruiting tool—and what to use instead
- ◆ Why old-style beliefs about termination don't work in challenging markets—and how to change your termination strategy
- ◆ Community courage: How to enlist your agent leaders in revolutionary recruiting
- ◆ How to stop recruiting with the old magnets that cost you lost of money, and what to use instead (and you'll have no recruiting competition!)

Carla Cross was in the top 10 in production of agents in her 500 agent real estate company when rates were 18-20% She knows how to sell in 'down' markets! Then, she turned two offices 'in the red' to six figure profits, helping agents do what she did successfully. She also took a region of a very large real estate franchise from 'barely there' to one of the top regions in the system. Carla's specialty: Helping agents and companies change their 'lamb' habits to those of the 'lion', while instilling confidence in agents for making these moves.

For: Owners, Managers, Recruiters and Trainers

Time Frame: 1-1/2 to 3 hours

