

Objectives of the Interview:

After interviewing thousands of agents over the years, we have found this “Scratch Pad” Interview is the best to use with New Agents. It involves you bringing in nothing but a scratch-pad, note pad or journal. This keeps it less formal and keeps everyone’s guard down. The art of interviewing is to have a conversation instead of a one sided sales pitch or presentation. Keep these key objectives in mind.

- Identify the traits and past patterns that will indicate the greatest chance of success in real estate
- Establish a personal connection with the candidate
- Align with the needs and goals of the candidate and demonstrate through the interview process that you are personally vested in their success
- Establish expectations and demonstrate the process of getting them to their goals as well as milestones along the way
- Enroll candidates into your culture while they are in-process

You have to earn the right to ask questions.

Start by developing rapport, which leads to trust. Do this by making the meeting all about them. Here are a few good talking points.

- What are you hoping to accomplish with today’s meeting?
- Before we get to deep, do you have any questions of me?
- This is a very informal meeting. You can ask me anything. I’m going to be very honest with my answers, because I’m not here to talk you into a career in real estate or into coming to my office. My goal is to help you evaluate whether a career in real estate is right for you.

Find out why they are interested in a career in real estate.

Ask questions that will help you determine how proactive this candidate is.

- Why are you considering a move into real estate?
- What other options are you considering and why?
- Do you see Real Estate as a business or career?

Determine how proactive the candidate is.

What research have they done? How much thought goes into their decision making processes?

- What do you know about the current real estate market?
- Where do you see the opportunities?
- What do you know about our company?
- From a training perspective, where do you think you will need the most attention?
- Based upon your knowledge of the industry, what specific aspects of your education, experience or past work history do you think you can apply to real estate sales?
- As you know, buyers, sellers and investors rely on agents to help guide their decisions. Critical to an agent's success is their ability to take personal responsibility for the outcome of the transaction. Can you share with me a time when you were given a project to complete when you fell short of completion or where you could have had a better outcome? What happened and what could you have done better? What would you have done differently?

Is this candidate results oriented?

- Give me an example of one thing in your life that you have worked on for a long time with no distraction or break. What did you dislike most about it? How successful were you in completing it? How long did you work at it?
- Describe a plan you've developed or something you are currently working on. What are the most essential components of that plan, the things that must be accomplished or the plan won't work?

Is this candidate able to complete goals?

- Describe a goal you are most proud of having accomplished. How did you accomplish it? What did you have to overcome to achieve the goal?
- What is the one thing that you have accomplished that gives you the most satisfaction? How tough was it to accomplish?
- Where do you see yourself 3 years from now? 5 years from now? What is your road map for getting there?

Is the candidate in control of themselves and their time?

- Can you describe for me the difference between activity and results?
- Can you give me a specific example of a project that you were responsible for organizing from beginning to end? How did you go about it?
- Do you consider yourself a good time manager? If so why? Do you use a planning system?

Does the candidate have strong interpersonal skills?

- Describe the most difficult business relationship you have ever had to deal with. Why was it so difficult? What did you do to make the relationship go more smoothly?
- What is your greatest communication strength? How do you know it's a strength? What is the greatest business success achieved as a result of this strength?

Bridge to the next meeting.

From this point you will want to paint a realistic picture of what it is to be in real estate. Talk about what the first day, the first week and the first month on the job in your office will look like so that you set up their expectations. Explain your personal involvement and role in their success. Be specific about their activities, debriefings, their strategies, scheduling and your role and their role in the process.

Describe your role in contributing to their success. Explain how you understand and accept the responsibility for the fact these they are changing careers and your commitment and role in helping them succeed.

If this is a candidate you wish to mentor, explain to them what being "mentored" means.

Set a plan for continued contact during the time that they are in the licensing process.

"You are welcome to come to office meetings, trainings and workshops."

Give them the office schedule.

"The value of doing this is that you can experience our office environment during the time that you are in process and greatly shorten your learning curve. You can start building the relationships that are so vital to your success."

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The next time we meet I want you to bring me two things:

1. A one page goal sheet with what you want to accomplish by way of real estate.
2. A 90 day calendar blocking out all personal and family activities you have scheduled (birthdays, vacation etc). What is left over is the footprint of the time we can work together.

Close the interview by telling them that once they go home and think of additional questions, they are free to contact you. Give them your email address and/or cell phone number, and make yourself available to answer any additional questions.

Build a relationship based on truth and open communication from the beginning.

Leave the candidate with this thought:

“This is not an experiment for me. I know how to help agents grow. All you have to do is follow my steps, debrief with me and be completely honest with me and hold nothing back. I value every person I take on personally, so I can assure you I only hire people who I believe have what it takes to succeed in this business.”

Questions Asked by New Agent Candidates in Interviews

In the process of your new agent interview, there are certain key questions that the candidate may ask. Your answer to any one of these key questions could be the “deal maker” or the “deal breaker” for the candidate, so it’s very important that you take the time to know your response.

Here are a series of key questions and a suggested responses for each question. You can follow these suggested dialogs, or come up with your own variations, but either way, you must be prepared to make a response that is delivered naturally, confidently, and without hesitation.

Q. How’s the Real Estate Market Right Now?

It has never been a better time to start a real estate business. Markets are always in motion and there are great opportunities.

The bottom line is that regardless of the market, those agents who learn the basics, stay focused and disciplined, and have excellent management and coaching succeed.

Q. How long will it take to make my first sale?

The length of time varies with every agent – from a few days to a few months. The real factors affecting that time have to do with you. If you listen to everything we will teach you, if you stay focused and apply yourself, if you have a good work ethic and are disciplined, the sales will come much sooner rather than later.

Much of your success is dependent on your discipline at daily business development. If you get that , and follow through by doing it, the business will come to you.

Q. How much can I earn in my first year?

I guess I should ask you two questions first: how much did you earn on your last job, and how much do you want to earn? (Note: this allows you to assess their probability of earnings (last job a good predictor of first year earnings) and their realistic income expectations.)

Real estate is a simple, but not easy, business. If you put into practice everything we teach you, if you follow our direction, and if you work it and do it, you will succeed. The great thing about real estate is that your earning potential is truly unlimited and almost completely in your hands.

Q. What will my commission split be?

That is a common question. However, the better question is how much will I be taking home.

Before we talk splits, you have to talk about the structure in place to help you make money. In that area, we excel well beyond anyone else in the industry.

Remember, our success is linked to your success.
At the end of the day, it's not the percentage, it's the actual money you put in your pocket.

Q. Do you have a mentor program?

Yes, you do not need to fear not having enough guidance and support, or of being left out in the cold as you might experience elsewhere. In this office, we take our role very seriously to teach you, train, coach you, mentor you, hold you accountable, and do everything else we can to help you achieve success as quickly and to the highest levels possible.

We utilize a combination of group and one-on-one coaching and mentoring to support the growth and success of all of the agents in the office. I will be available to you at every phase of your growth.

In the end, we measure our success as an office by your success as an agent.

Q. Do you have training?

Absolutely, on top of that excellent company provided training, our in-office training will fully prepare you to go out into the market and achieve success.

Q. Do you provide leads?

As the old proverb goes, "Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime." While leads are great, and we certainly have them, it is much more important that I "teach you how to fish" so that you will truly succeed. Much more importantly than lead generation, though, it is our focus to teach you how to develop solid techniques and systems to develop your own business so that you will have a continuous flow of income in your career.