Buyer-agent recruiting script: explain the role and support

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A buyer-agent recruiting conversation should make the actual role easy to evaluate: who the agent would serve, how business is generated, what support is available and how the economics work. A script can organize that discussion; it cannot establish that an agent will book more appointments or close more business.

Use this illustrative dialogue after confirming that the opportunity exists and following your brokerage's approved contact process. Bracketed details require verification. The example does not describe a RELL employment or affiliation offer.

Introduce the role without guessing at the agent's goals

> “Hi [name], I’m [your name] with [company]. We’re recruiting for [specific buyer-agent role or affiliation opportunity]. The work involves [accurate responsibilities and service area]. Would you be open to a brief conversation about it?”

If the agent says yes, ask about the work they want to do. Public transaction records may give context, but they do not explain an agent's workload, client relationships or ambitions.

> “What part of working with buyers do you want to spend more time on? What support would make that work easier to carry through?”

Listen for a concrete fit. An agent may want help with inquiry handling, showing coverage, administration or business development. They may also be content with their current arrangement. Avoid supplying an answer for them.

Explain responsibilities and support together

For each benefit you discuss, identify how it works in practice. If you provide leads, explain their source and assignment. If you provide coaching or administrative help, explain who delivers it and when it is available. Use the current written compensation and fee terms, including the treatment of personally generated business.

> “You mentioned [need the agent actually described]. Our current arrangement provides [verified support], while the agent is responsible for [actual responsibilities]. The costs and compensation are [accurate terms]. Would you like to examine that in more detail?”

Do not claim the agent's current broker could never provide comparable support. The agent can compare arrangements once the details are clear.

Make the next step voluntary

If there is mutual interest, propose a meeting with a specific purpose: review the role, expectations, support and written economics. Bring the person who can answer operational questions.

> “We could use a meeting to go through how the role works and the questions you've raised. Would that be useful? If so, what time would suit you?”

“Not interested” ends the pitch. If timing is the only issue, ask whether the agent wants to suggest a later time; do not assume permission for repeated follow-up. Confirm an agreed meeting through the channel they choose.

Use these interview questions for sales associates to prepare for a substantive role discussion.

To work through the role you want to recruit for, Talk through your next move.

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