Luxury-expansion recruiting script: explain the actual opportunity

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Recruiting for a luxury-market expansion calls for a clear explanation of the work: which market you intend to serve, what capability you are adding and what support an agent can actually use. A higher-price label does not establish those capabilities.

This illustrative script is for a genuine expansion. Verify the plan and role before contacting anyone, and follow your brokerage's approved contact process. Use “luxury” where it accurately describes the specific market being discussed, not as a promise of status or income.

Describe the real opportunity

> “Hi [name], I’m [your name] with [company]. We’re [accurate description of the expansion] in [specific market], and I’m recruiting for [actual role or affiliation opportunity]. Would you be open to a brief conversation about the work and support involved?”

If you have a verified, appropriate reason for contacting this agent, explain it. Do not invent research or infer their ambitions from a few visible transactions. If you are calling on behalf of someone else, identify that relationship accurately.

Ask about relevant work

> “What kind of client work would you like to develop? What would you want to understand about our market plan before considering a conversation?”

Invite examples of the agent's approach to pricing, preparation, marketing and client service without requesting confidential client information. Listen for the capabilities and support the actual role needs, rather than assuming that a single price point proves fit.

Put substance behind the expansion

Be ready to explain the target geography and property segment, the people responsible for support, current marketing resources, agent responsibilities and written economics. Distinguish what is available from what is planned. If the expansion depends on work still to be completed, make that visible.

> “The current support includes [verified resources and responsible people]. The agent would be responsible for [actual work]. We are still developing [accurate open item]. I can take you through the plan and terms so you can judge whether it fits.”

Avoid promises about future rankings, production or access to a particular clientele. Do not disparage the agent's current company to fill a gap in your own explanation.

Agree on a useful next step

If there is interest, propose a meeting to examine the market plan, role and questions raised. If the agent declines, thank them and close the invitation. Do not turn the refusal into pressure for a referral.

For a broader discussion of role fit, these interview questions for sales associates can help you prepare.

To work through the market and operating decisions behind an expansion, Talk through your next move.

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