

/RECRUITING

RECRUIT & RETAIN ACTION PLAN

Name: _____ Office: _____

ANNUAL GOALS			
RECRUITING (ATTRACTING)	RETENTION	TRANSACTIONS/TC CAPTURE	OTHER
Hire New Licensees Hire Seasoned Agents Terms Net Agents Hire Recruiter – Appointment Setter	% at Office Meeting Training/Mentee Program Training Events Agent Coaching Program Awards Event Closed Transactions % TC Capture % Private Offices Leased Vendor Program
MONTHLY GOALS			
RECRUITING (ATTRACTING)	RETENTION	TRANSACTIONS/TC CAPTURE	OTHER
Hire New Licensees Hire Seasoned Agents Terms Net Agents Training Events/L&L Attend 1 Networking Event % of Sales Meeting Training/Mentee Program Agent Coaching Sessions Agent Lunch/Coffee Personal Notes Closing Calls to my Agent Agent Appreciation Event Closed Transactions % TC Capture % of Private Offices Leased \$ Vendor Program
WEEKLY GOALS			
WEEK 1	WEEK 2	WEEK 3	WEEK 4
RECRUITING Contacts/Calls Appointments Made Interviews Conducted Referrals from Agents Open Houses Visited Email Blasts Sent Social Media Email Drip Campaigns New Licensees Hired Seasoned Agents Hired	RECRUITING Contacts/Calls Appointments Made Interviews Conducted Referrals from Agents Open Houses Visited Email Blasts Sent Social Media Email Drip Campaigns New Licensees Hired Seasoned Agents Hired	RECRUITING Contacts/Calls Appointments Made Interviews Conducted Referrals from Agents Open Houses Visited Email Blasts Sent Social Media Email Drip Campaigns New Licensees Hired Seasoned Agents Hired	RECRUITING Contacts/Calls Appointments Made Interviews Conducted Referrals from Agents Open Houses Visited Email Blasts Sent Social Media Email Drip Campaigns New Licensees Hired Seasoned Agents Hired
RETENTION % at Office Meeting Training Classes Agent Coaching Sessions Agent Lunch/Coffee Personal Notes Closing Calls to my Agent	RETENTION % at Office Meeting Training Classes Agent Coaching Sessions Agent Lunch/Coffee Personal Notes Closing Calls to my Agent	RETENTION % at Office Meeting Training Classes Agent Coaching Sessions Agent Lunch/Coffee Personal Notes Closing Calls to my Agent	RETENTION % at Office Meeting Training Classes Agent Coaching Sessions Agent Lunch/Coffee Personal Notes Closing Calls to my Agent