

# HOW TO MARKET YOUR CRE BROKERAGE TO TOP PRODUCERS

## TOP PRODUCERS ARE CHOOSING MORE THAN A SPLIT.

They want to know whether your brokerage can help them grow their business, strengthen their reputation, and make their day-to-day easier.

That means recruitment cannot sit only with HR. Marketing has a job to do too.

If your firm is worth joining, make that obvious.

## THE 6 THINGS TOP PRODUCERS NEED TO SEE

1

### SHOW MOMENTUM

Top producers want to join a **brokerage that feels active and ambitious**.

**Show the deals being done**, the clients you work with, the markets you are entering, the awards you are winning, and the **people driving that growth**.

If your brokerage has momentum, **market it**. Modesty is lovely at dinner, less useful in recruitment.

3

### MARKET THE PLATFORM, NOT THE TECH STACK

Nobody needs a tour of every piece of software your firm pays for.

Explain **what the platform actually does** for the producer.

Instead of "We use HubSpot.", say **"We have a CRM that helps brokers track opportunities, stay on top of follow-ups, and spend less time managing admin."**

Your tech stack **should feel like a pit crew**, not a museum tour.

5

### HELP PRODUCERS BUILD THEIR OWN BRAND

CRE is still a **relationship business**. The producer's name matters, so **help them build it**.

Give them opportunities to share expertise, create content, appear in video, speak about the market, and **become more visible** in the areas they want to own.

Great producers already have **something to say**. Your marketing should **help more people hear it**.

2

### SHOW HOW YOU HELP BROKERS WIN

Do not make producers wait until the interview to **discover what support actually exists**.

Make your marketing support visible. **Show how research gets used in pitches**, how business development **creates opportunities**, and how the wider team helps producers spend more time with clients.

**The question a recruit really wants answered is:**  
*"Will I be better at my job here?"*

4

### PUT YOUR PRODUCERS FRONT AND CENTER

Your existing producers are some of your strongest recruitment marketing. **Show their wins**. Put them on camera. Let them **share market insights**. Celebrate the deals they are closing and the expertise they are building.

**A future recruit should be able to look at your marketing and think:** *"I can see myself succeeding there."*

6

### RECRUIT BEFORE YOU NEED TO RECRUIT

Do not start building relationships with top producers the week you suddenly need one.

Use your website, social channels, events, and producer content to **stay visible to take people you may want to hire later**.

Recruitment marketing should feel **more like courtship than a fire drill**. The aim is simple: when the right producer decides it is time to move, your brokerage should already be on the shortlist.

# QUICK SELF-AUDIT

## CAN A TOP PRODUCER QUICKLY SEE:

- |                                                                  |                                                                               |
|------------------------------------------------------------------|-------------------------------------------------------------------------------|
| <input type="checkbox"/> Recent deals and wins?                  | <input type="checkbox"/> Personal-brand support?                              |
| <input type="checkbox"/> Evidence that the brokerage is growing? | <input type="checkbox"/> Evidence that the firm creates new opportunities?    |
| <input type="checkbox"/> How producers are supported?            | <input type="checkbox"/> What makes your platform different?                  |
| <input type="checkbox"/> What your technology helps them do?     | <input type="checkbox"/> A clear reason to choose your brokerage?             |
| <input type="checkbox"/> Producer success stories?               | <input type="checkbox"/> Proof that current producers are visible and valued? |

### HOW DID YOU SCORE?

#### 8 - 10: STRONG RECRUITING BRAND

A producer can quickly understand why your brokerage is worth considering.

#### 5 - 7: THE VALUE IS THERE, BUT IT IS NOT VISIBLE ENOUGH

You may be doing the right things internally without marketing them clearly.

#### 0 - 4: THERE IS WORK TO DO

Your strongest reasons to join are probably staying behind the scenes.

## 5 THINGS TO IMPLEMENT RIGHT NOW

### 1. REWRITE YOUR PRODUCER VALUE PROPOSITION

Answer one question clearly: Why would a strong producer be more successful here than somewhere else? If the answer sounds like something every brokerage could say, keep going.

### 2. PUBLISH ONE PRODUCER SUCCESS STORY

Pick a recent win and tell the story properly. Show what the producer achieved and how the brokerage helped make it possible.

### 3. TURN ONE INTERNAL BENEFIT INTO A MARKETING MESSAGE

Take something your firm already provides and explain the outcome. Not what the tool is or what the department is called, but what it actually helps the producer do.

### 4. MAKE BROKER SUPPORT VISIBLE

Audit your website, social channels, and recruitment materials. Can someone outside the company actually see how producers are supported? If not, start showing it.

### 5. START MARKETING TO PRODUCERS NOW

Do not wait for a vacancy. Create content that demonstrates what life inside the brokerage looks like and why ambitious producers would want to be part of it.

## FINAL TAKEAWAY

Top producers are not just choosing where to work. They are choosing where they believe they can do their best work.

**Market the brokerage you want top producers to choose.**

### WANT THE FULL DISCUSSION?

**WATCH OUR  
CREVIEW  
PODCAST**



**FOR THE  
CONVERSATION  
BEHIND THESE  
IDEAS.**

