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BROKER GROWTH SERIES · 2026

Mastering real estate agent recruitment

A practical playbook for building a high-performing brokerage in a competitive market.

This guide helps broker-owners and brokerage leaders recruit agents more effectively, build stronger recruiting systems, and grow with confidence and long-term stability.

PREPARED BY

myAbode Inc.

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WHO THIS GUIDE IS FOR

New broker-owners, brokers of record, small and mid-sized brokerage leaders, team leaders considering ownership, and operators focused on recruiting, onboarding, and agent retention. If your goal is to recruit the right REALTORS®, grow your team, and build a stronger brokerage, this guide gives you the systems and strategy to do it.

SECTION 01 · THE CASE FOR RECRUITING

Why recruiting the right agents determines brokerage growth

Recruiting the right real estate agents is one of the most important drivers of brokerage growth — yet it is also one of the most misunderstood. Many broker-owners focus on commission splits or short-term hiring goals, but sustainable growth comes from a clear recruiting strategy, a compelling value proposition, and systems that consistently attract the right kind of agents.

Without a clear system, brokerages rely on referrals, chance conversations, or opportunistic hires, which makes growth unpredictable and difficult to scale. The most successful brokerages solve this by building intentional strategies, clear value propositions, and repeatable systems.

KEY POINTS TO REMEMBER

- ✓ Recruiting the right prospects drives growth, culture, and profitability.
- ✓ Most brokerages compete for the same agents.
- ✓ A brokerage without a system usually depends on luck or referrals.
- ✓ The goal is not just more agents — it is more of the right agents.

The goal is not just more agents — it is more of the **right** agents.

SECTION 02 · THE GROWTH ENGINE

Agent recruitment is the engine behind brokerage growth

In the brokerage model, agents are the primary revenue engine. Every listing secured, client relationship built, and transaction closed flows through the agents representing the brokerage. Because of this structure, the agents you recruit directly influence how fast your brokerage grows. Recruitment is not just about filling desks — it determines your deal flow, brand reputation, internal culture, and long-term profitability.

Agents drive revenue

Brokerages don't produce revenue independently. Productive agents lift deal volume, brand visibility, and market credibility — and

Recruitment shapes culture

Agents represent your brand daily. Who you bring in influences collaboration, knowledge sharing,

Wrong hires cost more

Recruiting without standards creates lost productivity, higher turnover, heavier management load, and damage to culture — costs that surface over time.

strong agents attract other strong agents.	professionalism, and how the market perceives you.	

At myAbode Inc., we work with brokerages across Canada and consistently see that the most sustainable growth comes from those that treat recruitment as a **strategic system** rather than an occasional activity.

SECTION 03 · VISION FIRST

Start with the end in mind: what kind of brokerage are you building?

One of the biggest recruiting mistakes is trying to recruit agents before defining the brokerage you want to build. Recruitment should follow the business model — not the other way around. Without a clear vision, it is hard to know which agents actually belong, and brokerages end up recruiting anyone who shows interest, producing conflicting expectations and a culture that feels scattered.

> “
> *The first place you have to start is within. You need a really clear vision of what you're building, because that vision is what drives the passion to grow your team.*
>
> **Julie Kee — Right At Home Realty** (part of the myAbode Inc. ecosystem)

Your vision determines your recruiting strategy

Different brokerage models attract different agent profiles. A brokerage focused on low fees and independence appeals to experienced agents who want autonomy. One built on training, collaboration, and mentorship attracts newer agents who want structure. Others compete on high agent services, strong branding, or team-based production. Each approach creates a different value proposition for the agents evaluating where to work.

There is no universal “perfect agent.” The right recruit is simply the agent whose goals, working style, and expectations align with your model. Broker-owners who define their vision first recruit more intentionally — attracting the specific profiles that strengthen the brokerage they are building.

Matching agent type to brokerage model

Use this reference to align who you recruit with what they want, where they fit, how to position your brokerage, and the retention risk to manage.

AGENT TYPE	WHAT THEY WANT	BEST BROKERAGE FIT	RECRUITING ANGLE	RETENTION RISK
Brand-new agents	Training, mentorship, structure, step-by-step guidance	High-support brokerage with strong coaching programs	Emphasize mentorship, education, and hands-on support	High
Aspiring agents (5–10 deals/yr)	Growth opportunities, systems, mentorship, collaboration	Growth-focused brokerage with scalable systems	Highlight business-building support and coaching to reach the next level	Medium
Established producers (10–25/yr)	Operational efficiency, better systems, brand credibility	Professional brokerage with strong support infrastructure	Focus on tools, systems, and leadership access that help them scale	Medium
High-performing "rockstars"	Autonomy, strong brand, collaboration with other top producers	High-performance brokerage or elite team environment	Sell the culture of excellence and networking with other high producers	Low–Med
Part-time agents	Flexibility, low costs, minimal oversight	Low-fee, low-service brokerage model	Emphasize affordability and operational simplicity	High
Lifestyle / coasting	Stability, manageable workload, minimal pressure	Balanced brokerage with moderate expectations	Position as stable, professional, and supportive	Medium
Team-oriented agents	Collaboration, shared resources, mentorship	Team-based brokerage or collaborative office culture	Highlight teamwork, referrals, and shared knowledge	Low
Independent operators	Freedom, strong systems, minimal interference	Brokerages with operational support but agent autonomy	Focus on efficiency, technology, and operational freedom	Medium

The main agent profiles brokerages need to understand

A common mistake is treating all agents as if they want the same thing. In reality, agents enter the industry at different stages, with different motivations, expectations, and support needs. Recruiting becomes far easier when you recognize these differences and segment the profiles you are trying to attract.

NEWLY LICENSED

Brand-new agents

Looking for training, mentorship, and structure. They value education, lead opportunities, and guidance over commission splits. Brokerages that invest in coaching and onboarding attract this group.

5–10 DEALS / YEAR

Aspiring growth agents

Want to grow production and are often highly coachable. With the right mentorship and environment, they become some of the most loyal and productive members of a brokerage.

10–20+ DEALS / YEAR

Established producing agents

Have a consistent book of business and value efficiency, brand reputation, and support systems that let them scale. They need a clear value proposition and operational advantages.

TOP PRODUCERS

High-performing “rockstar” agents

Operate at very high production with strong personal brands and referral networks. They evaluate brokerages on leadership quality, collaboration, and strategic advantages — not just compensation.

SECONDARY INCOME

Part-time & lifestyle agents

Treat real estate as a secondary income or lifestyle business, closing a few transactions per year. They can still contribute if expectations and support requirements are clearly defined.

BALANCE-FOCUSED

Lifestyle / coasting agents

Prioritize stability, manageable workloads, and minimal pressure. Emphasize professional culture and respect for work-life balance; consistent communication keeps them engaged.

COLLABORATIVE

Team-oriented agents

Thrive in collaborative, team-based environments, sharing knowledge and supporting one another. Recruiting strategy should align with the collaborative culture you want to create.

AUTONOMOUS

Independent operators

Value freedom to run their business their way while benefiting from strong operational support. They want efficient systems and technology without being micromanaged.

SECTION 05 · WHAT TOP AGENTS WANT

What experienced agents actually want from a brokerage

Many broker-owners assume recruiting experienced agents comes down to the best commission split. While compensation matters, it is rarely the deciding factor. Most experienced REALTORS® evaluate brokerages on the overall environment that will help them grow — the right brokerage can improve their productivity, efficiency, and long-term success.

Culture and leadership

Experienced agents want an environment where they feel supported and respected. They watch culture, leadership style, and how agents interact — and value direct access to their broker of record when they need guidance.

Coaching, mentorship & collaboration

Even highly productive agents keep learning. Brokerages offering coaching, mentorship programs, and collaborative environments stand out to agents who want to keep improving alongside willing peers.

Systems, technology & operational support

Agents evaluate CRM and technology platforms, transaction management, marketing and listing support, back-office efficiency, and compliance help. When operations run smoothly, agents spend more time with clients.

Opportunities to grow their brand

Top agents want stronger brand credibility, lead and referral networks, collaboration with high performers, and scalable systems that support higher transaction volume.

> *Systems are a huge part of recruitment. If you want predictable growth, you need a system that consistently puts the right people in front of you.*
>
> **Julie Kee — Right At Home Realty** (part of the myAbode Inc. ecosystem)

The takeaway is simple: top agents are not looking for the cheapest brokerage. They prioritize the environment that gives them the best chance to grow, produce, and build a long-term business.

SECTION 06 · YOUR VALUE PROPOSITION

Build a value proposition that attracts the right agents

Many brokerages struggle because their messaging sounds like everyone else's. "Great culture," "competitive splits," and "supportive environment" appear on nearly every recruiting page. When every brokerage makes the same promises, agents have no clear reason to choose one over another. A strong value proposition clearly explains why the right agents should join you — and it aligns with the brokerage you are actually building.

YOUR VALUE PROPOSITION SHOULD ANSWER ONE QUESTION

How will this brokerage make the *right* agent more successful?

Questions to answer before recruiting

- What type of agents succeed most in our brokerage?
- How do we help agents increase production or earn more income?
- What operational problems do we remove from an agent's day?
- What type of culture or collaboration do we encourage?
- Why do agents stay here instead of moving to another brokerage?

Core value proposition pillars

Most strong value propositions are built around a small number of pillars that consistently deliver value to agents.

Mentorship & coaching
Training programs, leadership access, and development that improve production and business strategy.

Profitability & business growth
Systems that help agents close more deals, increase efficiency, and build a more profitable business.

Flexibility & operational freedom
Freedom to run their business their way while still benefiting from brokerage support and infrastructure.

Community & collaboration
A supportive environment where agents share knowledge, refer business, and help each other grow.

Technology & systems
Modern tools, marketing platforms, and operational systems that simplify transactions and boost productivity.

Value proposition examples

EXAMPLE 1 — MENTORSHIP & GROWTH FOCUSED

We help ambitious agents grow from 5–10 deals a year to consistent top producers by combining hands-on mentorship, collaborative culture, and operational systems that remove administrative friction — so busy agents can focus on clients and closing transactions.

EXAMPLE 2 — HIGH-PERFORMANCE / PROFESSIONAL

Our brokerage is built for experienced agents who want to operate at a higher level. We provide strong leadership access, high-performing peers, and scalable systems that let agents increase production while maintaining professionalism, brand reputation, and long-term client relationships.

EXAMPLE 3 — EFFICIENCY & OPERATIONAL SUPPORT

We give agents the infrastructure to run a more profitable business. By handling transaction processing, compliance, and back-office operations, our brokerage lets agents focus on lead generation, client service, and closing deals without operational bottlenecks.

SECTION 07 · THE PLAYBOOK

15 recruiting strategies that actually work

Successful brokerages rarely rely on chance. They treat recruitment as a structured, repeatable system — the same way agents approach listings and clients: with a pipeline, a process, and consistent follow-up.

1. **Define your ideal agent profile first**
   Know exactly who you are trying to attract — production level, mindset, and working style that fit your model.

2. **Build a recruiting pipeline**
   Maintain an ongoing list of candidates instead of relying on referrals or chance conversations.

3. **Treat recruiting like a sales funnel**
   Move recruits through stages: initial contact, relationship building, interviews, and onboarding.

4. **Use a CRM to track conversations**
   Tracking prevents promising recruits from being forgotten and keeps follow-up consistent.

5. **Ask for background before meetings**
   Requesting basic info shifts the conversation from a sales pitch to a mutual evaluation.

6. **Host discovery events & seminars**
   Low-pressure events let recruits experience your culture and ask questions, building trust.

7. **Encourage agent-to-agent recruiting**
   Happy, supported agents naturally invite colleagues — growth through trusted referrals.

8. **Focus on aspiring agents with potential**
   Agents doing 5–10 deals are often motivated and coachable, ideal for development-focused firms.

9. **Highlight agent success stories**
   Real examples of agents who grew with you build credibility far better than generic claims.

10. **Lead with culture, not just commission**
    Many productive agents prioritize collaboration, leadership, and growth over small split differences.

11. **Personalize your outreach**
    Address an agent's specific challenges and goals rather than sending generic messages.

12. **Use conferences & events strategically**
    Meet agents face-to-face and build relationships that can evolve into recruiting conversations.

13. **Recruit consistently year-round**
    Waiting until growth slows makes momentum hard. Keep recruiting active all year.

14. **Design a strong onboarding experience**
    A smooth start helps new agents feel supported and integrated from day one.

15. **Follow up & build long-term relationships**
    Many recruits join months or years after the first conversation. Trust builds over time.

SECTION 08 · WHAT SETS LEADERS APART

What great brokerages do differently

Successful brokerages rarely grow by accident. They build intentional strategies supported by clear leadership, strong systems, and a culture that attracts the right agents. The most effective broker-owners focus on long-term alignment rather than short-term hiring — understanding that the right agents strengthen reputation, productivity, and culture, while the wrong hires create friction and turnover.

MYABODE INSIGHT · STRONG BROKERAGES TYPICALLY

- ✓ Start with a clear vision for the type of brokerage they want to build.
- ✓ Communicate a compelling value proposition beyond commission splits.
- ✓ Interview for culture, coachability, and long-term fit — not just production.
- ✓ Prioritize retention and satisfaction to drive organic, referral-based recruitment.
- ✓ Define ideal agent profiles before outreach begins.
- ✓ Recruit consistently through systems and pipelines, not only when needed.
- ✓ Provide strong onboarding and operational support so new agents succeed.

SECTION 09 · THE RECRUITING CONVERSATION

Interview agents the right way instead of just selling to them

One of the most common mistakes is treating the conversation like a sales pitch: explain the split, highlight the culture, and hope the agent joins. This may occasionally work, but it often leads to poor long-term fit. Strong brokerages treat the process as a **mutual interview** — both sides evaluating whether the partnership will actually work. This shift changes the quality of agents you bring in: you recruit based on alignment, motivation, and long-term potential rather than availability.

A productive conversation uncovers

- What motivates the agent to grow
- Whether they are coachable and open to feedback
- How they prefer to work — independently or collaboratively
- What leadership and support they value
- Whether their goals align with your vision

Questions to ask

- What are you looking for that your current brokerage isn't providing?
- What does growth look like for you over the next 12 months?
- Do you prefer independence, collaboration, or mentorship?
- What type of support helps you perform at your best?
- How do you currently generate most of your business?
- What part of your business is most challenging right now?

Recruitment gets easier when broker-owners stop trying to sell the brokerage to everyone and instead focus on identifying the professionals who genuinely belong in the environment they are building.

SECTION 10 · CULTURE COMPOUNDS

Recruit for culture, not just production

Focusing almost entirely on production numbers is a common recruiting mistake. Deal volume matters, but high production alone does not guarantee a strong long-term fit. An agent who closes many deals but disrupts collaboration, ignores standards, or creates tension can damage morale and weaken the environment. Culture compounds over time — the agents you recruit today shape how the brokerage operates for years.

Culture-first recruiting produces

- Stronger collaboration between agents
- More knowledge sharing and mentorship
- Better long-term retention
- A healthier work environment
- Stronger brand reputation in the market

Recruiting purely for production risks

- Internal competition and "sharp-elbow" behavior
- Poor collaboration between agents
- Higher turnover
- Leadership time lost to resolving conflicts

> *When you're recruiting agents, don't think of them only as a profit center. Think of them as either an addition or a subtraction to the culture you're trying to build.*
>
> **Alex — myAbode Inc.**

SECTION 11 · FROM CONCEPT TO SYSTEM

The real estate agent recruiting pipeline

A recruiting pipeline turns intention into a repeatable system. Each recruit moves through the same stages, so you can track progress and keep momentum even during busy periods.

STAGE	WHAT HAPPENS	KEY ACTIONS	GOAL
Awareness	Agents discover your brokerage	Brand marketing, agent referrals, events, industry presence	Introduce your brokerage to potential recruits
Initial conversation	Early discussions with potential recruits	Informal meetings, networking conversations, introductory calls	Understand the agent's goals and motivations
Evaluation	Both sides assess fit	Structured interviews, discussing the value proposition	Determine if the agent aligns with the model
Decision	Agent compares brokerage options	Follow-up conversations, answering questions, outlining the opportunity	Help the agent decide if joining makes sense
Onboarding	Agent transitions into the brokerage	Paperwork, training, introductions, systems setup	Integrate smoothly and prepare them to produce

What to track

TRACK THIS	WHY IT MATTERS	EXAMPLE DATA
Agents met at events	Tracks new recruiting opportunities	Name, brokerage, production level
Referral prospects	Often the highest-quality recruits	Referring agent, conversation notes
Recruiting conversations	Prevents leads from being forgotten	Date of last conversation
Follow-up schedule	Recruiting often takes months	Next contact date
Recruitment stage	Helps visualize pipeline health	Awareness, interview, considering

The recruiting funnel

A healthy funnel is wide at the top and selective at the bottom. These example volumes show how many conversations it takes to make a handful of quality hires.

Agents met at events / networking	100	Initial connections
Follow-up conversations	40	Serious discussions

Formal recruiting meetings	20	Qualified prospects
Agents considering joining	8–10	Final evaluation
Agents recruited	3–5	Successful hires

> *If you know you need 50 agents to hit your revenue goals and you're only at 20, you know you have work to do. That's why tracking your recruiting pipeline is so important.*
>
> **Alex — myAbode Inc.**

SECTION 12 · RETENTION AS RECRUITMENT

Retention is one of the most powerful recruitment tools you have

Many broker-owners focus heavily on recruiting new agents but overlook one of the most powerful growth drivers available: retention. When agents love where they work, they speak positively about it at showings, industry events, and networking opportunities — becoming informal ambassadors and creating one of the most effective recruiting channels available: agent-to-agent referrals.

> *Retention is probably your best way to recruit. When agents love where they work, they naturally attract other good agents.*
>
> **Julie Kee — Right At Home Realty** (part of the myAbode Inc. ecosystem)

When agents stay long-term, it signals trust in leadership, operational stability, a supportive culture, and strong professional relationships. Brokerages with strong retention develop reputations as places where agents build sustainable careers — while high turnover makes recruiting harder, because the market questions why others keep leaving.

What makes agents stay?

1. **Clear, accessible leadership**
   Agents value knowing they can reach leadership when they need guidance.
2. **Efficient operational support**
   Strong back-office systems reduce daily friction — a top reason agents leave.
3. **Collaborative culture**
   Agents stay longer when they feel supported by colleagues rather than competing.
4. **Opportunities to grow**
   Access to mentorship, systems, and tools that help agents increase production.
5. **Brand pride & reputation**
   Agents stay when they feel proud representing the brokerage in the market.

SECTION 13 · SYSTEMIZE IT

Build a recruiting system that works even when you're busy

Broker-owners know recruiting matters, yet find it hard to prioritize amid managing deals, supporting agents, and running operations. The solution is to treat recruitment as a **system** rather than a series of one-off conversations. Organize recruits into clear stages so every candidate moves through the same structured process — and you can maintain momentum even when your schedule is full.

1. Lead identified
2. Outreach
3. Meeting booked
4. Interview
5. Follow-up
6. Offer & transition
7. Onboarding
8. Activation

Once stages are defined, work backward from your hiring goals to determine how many conversations you need. If you want to recruit 20 agents in a year, that might require dozens of conversations, multiple follow-ups, and consistent outreach. Tracking these numbers turns recruitment from a reactive activity into a predictable growth system.

SECTION 14 · MAKE IT STICK

Onboarding so your recruitment efforts actually pay off

Recruiting an agent is a milestone, not the finish line. Many brokerages lose momentum once the agreement is signed. Without a clear onboarding process, new agents feel uncertain about systems, expectations, and how the brokerage operates. The first few weeks shape how agents feel — a smooth transition builds confidence and momentum; a confusing one creates friction and slows productivity.

STEP	PROCESS	OUTCOME
Welcome orientation	Introduce the agent to leadership, explain how the brokerage operates, and reinforce culture.	The agent feels part of the brokerage from the start.
Operational setup	Set up technology access, communication tools, branding resources, and complete admin requirements.	Operational friction is removed early.
Systems & process training	Walk through core workflows, compliance expectations, and how the back office supports transactions.	Clarity here prevents confusion later.
Business alignment	A short conversation about the agent's goals and what success looks like over the next 12 months.	The brokerage knows where to support growth.
Early follow-up	Schedule a check-in to answer questions and reinforce systems in the first few weeks.	The agent feels supported as they begin producing.

SECTION 15 · AVOID THESE

Common recruitment mistakes broker-owners make

Even experienced broker-owners struggle when the process is reactive instead of structured. The same mistakes appear across brokerages, slowing growth and creating unnecessary turnover. Understanding these pitfalls helps you build stronger systems.

✕ **Recruiting without a clear vision**
Hard to know which agents truly fit when the organization isn't defined.

✕ **Hiring everyone who shows interest**
Filling desks quickly creates long-term issues. Strong brokerages recruit selectively.

- **Competing only on commission splits**
  Most productive agents evaluate leadership, systems, culture, and opportunity.
- **Failing to follow up**
  Agents explore changes for months; inconsistent follow-up loses strong candidates.
- **Waiting until agents are urgently needed**
  Starting only when growth slows means reacting instead of planning.
- **Ignoring retention as recruitment**
  High turnover signals instability and makes attracting new agents harder.
- **Ignoring culture fit**
  Strong numbers can't offset an agent who disrupts collaboration or professionalism.
- **Not tracking recruiting activity**
  Without tracking conversations and meetings, recruiting becomes disorganized.
- **Weak or inconsistent onboarding**
  Even strong recruits struggle if onboarding is unclear or rushed.
- **Operating without a system**
  Relying on luck or occasional conversations is the most common mistake of all.

SECTION 16 · THE 90-DAY PLAN

90-day agent recruitment roadmap

Recruiting works best when it follows a clear operational rhythm. Break the first quarter into three focused phases: foundation, outreach, and conversion.

1 Foundation

Days 1–30 · Build clarity before recruiting anyone

Define your vision

- What type of brokerage are you building?
- What culture should agents experience?

Identify ideal profiles

- Aspiring growth agents
- Established top producers
- Team-oriented agents
- Independent operators

Refine your value proposition

- Why should agents join you?
- What problems do you solve?

Set targets & build a pipeline

- Agents to recruit this year
- CRM or tracking system
- Recruiting stages & follow-up schedule

2 Outreach

Days 31–60 · Start consistent recruiting conversations

Begin direct outreach

- Connect with agents in your network
- Reach out to promising agents

Attend industry events

- Conferences
- Local real estate events
- Networking gatherings

Run recruiting meetings

- Coffee meetings
- Brokerage discovery conversations
- Career discussions

Collect & nurture

- Resumes and production history
- Follow up with agents exploring options
- Build relationships over time

3 Conversion & optimization

Days 61–90 · Turn conversations into hires and improve the system

Onboard new recruits

- Paperwork & licensing transfer
- Systems setup
- Onboarding orientation

Review pipeline performance

- Conversations started
- Meetings held
- Agents recruited

Refine messaging

- Which value points resonated
- Which objections appeared most

Retention & feedback

- Ensure recruits integrate into culture
- Gather onboarding feedback to improve

SECTION 17 · THE NUMBERS

Simple recruiting math

Recruitment becomes predictable when you work backward from your goal. Knowing your conversion rate tells you how many conversations you need to start to hit your target.

THE GOAL

Recruit 20 agents this year

100 recruiting conversations	**40–50** recruiting meetings	**10–20** serious candidates	**5–10** successful hires

A typical recruiting conversion rate runs **5–10%** of serious candidates. Knowing yours is the key to knowing how many agents you need to start reaching out to.

SECTION 18 · IN SUMMARY

Final takeaways for growing the right way

Recruiting great agents is not luck. It is the result of clear leadership, strong systems, and intentional decisions.

01 **Start with a clear brokerage vision**
When you know what you're building, it becomes easy to identify the agents who belong — and avoid those who don't.

02 **Focus on fit and long-term potential**
Not just short-term production. The right agents strengthen culture, collaboration, and sustainable growth.

03 **Treat recruitment as a structured process**
Maintain a pipeline, track conversations, and follow up consistently to grow far more predictably.

04 **Recruitment doesn't end at signing**
Strong onboarding and long-term retention determine whether recruitment turns into lasting growth.

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How myAbode helps brokerages build scalable recruitment systems

We work with brokerages that want to grow without becoming overwhelmed by operational complexity. Our platform streamlines back-office operations, reduces administrative friction, and builds the systems needed to support more agents without sacrificing culture or profitability.

The brokerages that recruit best are the ones with the least operational friction. When your back office runs on myAbode Inc., broker-owners get their time back to focus on what actually grows the brokerage — recruiting the right agents, developing talent, and building a team worth joining.

Streamlined back office
Reduce administrative friction and transaction workload so leaders can focus on growth.

Scalable systems
Support more agents without sacrificing culture or profitability.

Time back to lead
Broker-owners get their time back for recruiting, developing talent, and building teams.

FREQUENTLY ASKED QUESTIONS

Recruiting real estate agents — FAQ

How do I recruit agents to my brokerage effectively?

Start with a clear vision and a defined value proposition. Identify the agents who fit your model, build a recruiting pipeline, and maintain consistent conversations. Successful brokerages treat recruiting as a structured process that includes outreach, interviews, follow-up, onboarding, and retention.

What do real estate agents look for in a brokerage?

Most agents evaluate more than commission splits — leadership access, culture, operational support, technology, brand reputation, collaboration, and growth potential. Agents choose the brokerage where they believe they can build the most successful long-term business.

Should brokerages focus on new or experienced agents?

Both contribute, but require different strategies. New agents seek training, mentorship, and structure; experienced agents value operational efficiency, brand strength, and leadership support. Many brokerages recruit a mix to create balanced growth.

How important is culture in agent recruitment?

Culture plays a major role in both recruitment and retention. Agents want environments where they feel supported, respected, and able to grow. Recruiting agents who align with your culture drives stronger collaboration, higher retention, and a better market reputation.

What is the best way to retain recruited agents?

Retention is driven by strong leadership, operational support, and opportunities to grow. Clear systems, responsive support, collaborative culture, and mentorship keep producing agents longer. When agents feel supported and productive, they are far less likely to move.

How long does it take to recruit an agent?

Often longer than a single conversation. Many busy agents explore brokerage changes for several months. Expect recruiting relationships to develop over time through multiple conversations, follow-ups, and evaluations before an agent decides to join.

What is a healthy recruiting conversion rate?

A typical conversion rate ranges between 5% and 10% of serious candidates interviewed. Strong brokerages are selective, focusing on agents who fit their culture and long-term vision rather than hiring everyone who expresses interest — which leads to stronger retention.