



CONDENSED FIELD GUIDE · BROKER GROWTH SERIES 2026

Mastering real estate agent recruitment — the essentials

The full playbook, distilled. Everything a broker-owner needs to recruit the right agents — the profiles, the value proposition, the pipeline, the math, and the 90-day plan — with the fluff removed.

Why the right agents determine brokerage growth

Agents are your revenue engine — every listing, client, and closing flows through them. Who you recruit shapes deal flow, brand reputation, culture, and long-term profitability. Sustainable growth comes from a repeatable system, not from referrals, chance conversations, or opportunistic hires.

REMEMBER THIS

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

Strong agents attract other strong agents.

Most brokerages compete for the same people; a clear system wins.

A brokerage without a system depends on luck.

Start with vision, not outreach

Recruitment should follow your business model — not the other way around. Define the brokerage you are building first; there is no universal "perfect agent," only the one whose goals and working style fit your model. Low-fee, independence-driven models attract experienced autonomists; training- and mentorship-driven models attract newer agents. Broker-owners who define their vision first recruit far more intentionally.

The agent profiles to understand

Agents enter the industry at different stages with different motivations. Recruiting gets easier once you recognize the profiles you are trying to attract and match your pitch to what each one actually wants.

AGENT TYPE	WHAT THEY WANT	YOUR RECRUITING ANGLE	RETENTION RISK
Brand-new agents	Training, mentorship, step-by-step structure	Emphasize education and hands-on support	High
Aspiring (5–10/yr)	Growth systems, mentorship, collaboration	Business-building support and coaching to the next level	Medium
Established (10–25/yr)	Efficiency, better systems, brand credibility	Tools, systems, and leadership access that help them scale	Medium
High-performing "rockstars"	Autonomy, strong brand, elite peers	Sell a culture of excellence and networking with top producers	Low–Med
Part-time / lifestyle	Flexibility, low cost, minimal oversight	Affordability and operational simplicity	High
Team-oriented	Collaboration, shared resources, mentorship	Teamwork, referrals, and shared knowledge	Low
Independent operators	Freedom, strong systems, minimal interference	Efficiency, technology, and operational freedom	Medium

The right recruit is simply the agent whose goals, working style, and expectations align with your model.

What experienced agents actually want

Compensation matters, but it is rarely the deciding factor. Most experienced REALTORS® evaluate a brokerage on the overall environment that will help them grow — their productivity, efficiency, and long-term success.

Culture and leadership

An environment where they feel supported and respected, with direct access to the broker when they need guidance.

Coaching & mentorship

Coaching programs and collaborative environments that let them keep improving alongside willing peers.

Systems & operational support

CRM, marketing, transaction management, and compliance help — so agents spend more time with clients.

Room to grow their brand

Brand credibility, lead and referral networks, and scalable systems that support higher volume.

YOUR VALUE PROPOSITION SHOULD ANSWER ONE QUESTION

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

Build it around a few pillars that consistently deliver value: **mentorship & coaching**, **profitability & growth**, **flexibility & freedom**, **community & collaboration**, and **technology & systems**.

Recruiting strategies that actually work

Successful brokerages treat recruitment as a structured, repeatable system — a pipeline, a process, and consistent follow-up.

- 1 Define your ideal agent profile first
- 2 Build and maintain a recruiting pipeline
- 3 Treat recruiting like a sales funnel
- 4 Use a CRM to track every conversation
- 5 Recruit consistently year-round
- 6 Host discovery events and seminars
- 7 Encourage agent-to-agent referrals
- 8 Highlight real agent success stories
- 9 Personalize outreach to each agent's goals
- 10 Lead with culture, not commission

Interview agents — don't just sell to them

Treat the conversation as a mutual interview — both sides evaluate fit. This shifts the quality of agents you bring in: you recruit on alignment, not availability.

Questions to ask

- What is your current brokerage not providing?
- What does growth look like over the next 12 months?
- Do you prefer independence, collaboration, or mentorship?
- What part of your business is most challenging right now?

What to uncover

- What motivates the agent to grow
- Whether they are coachable and open to feedback
- How they prefer to work
- Whether their goals align with your vision

The pipeline and the recruiting math

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.



SIMPLE RECRUITING MATH

To recruit 20 agents this year

100

conversations

40–50

meetings

20

serious candidates

8–10

final evaluation

3–5

hires

A typical conversion runs 5–10% of serious candidates. Work backward from your goal — knowing your rate tells you how many conversations you need to start.

Retention is your best recruiting tool

When agents love where they work, they speak positively at showings, events, and networking opportunities — becoming informal ambassadors and driving the most effective channel available: agent-to-agent referrals. High turnover makes recruiting harder, because the market questions why others keep leaving.

What makes agents stay

Clear, accessible leadership — they can reach leadership when they need guidance.

Collaborative culture — supported by colleagues rather than competing.

Brand pride — they feel proud representing the brokerage in the market.

Efficient operational support — strong back-office systems reduce daily friction.

Opportunities to grow — mentorship, systems, and tools that raise production.

Recruit for culture, not just production

Culture-first recruiting produces

- Stronger collaboration and knowledge sharing
- Better long-term retention
- A healthier work environment
- A stronger brand reputation

Recruiting purely for production risks

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

Common mistakes, then a 90-day roadmap

Mistakes broker-owners make

- ✗ Recruiting without a clear vision
- ✗ Hiring everyone who shows interest
- ✗ Competing only on commission splits
- ✗ Ignoring culture fit
- ✗ Failing to follow up
- ✗ Not tracking recruiting activity
- ✗ Recruiting only when growth slows
- ✗ Weak or inconsistent onboarding

The 90-day recruitment roadmap

1 Foundation

Days 1–30 · build clarity before recruiting anyone

Define your vision and culture, identify your ideal profiles, refine your value proposition, and set targets — agents to recruit this year, CRM, recruiting stages, and a follow-up schedule.

2 Outreach

Days 31–60 · start consistent recruiting conversations

Connect with agents in your network, attend industry events, run discovery and career conversations, and collect resumes and production history — following up with agents exploring their options.

3 Conversion & optimization

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

Onboard new recruits, review pipeline performance, refine which messages and value points resonated, and gather onboarding feedback to make the next quarter sharper.

The essentials, in four moves

01 **Start with a clear brokerage vision**

Know what you are building, and it becomes easy to see which agents belong — and which don't.

02 **Recruit for fit and long-term potential**

Not just short-term production — the right agents strengthen culture, collaboration, and growth.

03 **Treat recruitment as a structured process**

Maintain a pipeline, track conversations, and follow up consistently to grow predictably.

04 **Recruitment doesn't end at signing**

Strong onboarding and retention determine whether recruitment turns into lasting growth.



How myAbode helps brokerages build scalable recruitment

We streamline back-office operations, reduce administrative friction, and build 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 — so broker-owners get time back to focus on what actually grows the business.

Streamlined back office

Less admin and transaction load, so leaders focus on growth.

Scalable systems

Support more agents without sacrificing culture or profitability.

Time back to lead

Recruit, develop talent, and build teams worth joining.