



Broker/Owner/Manager Program Group
Saturday, May 15, 2010
Capital Hilton, Washington, D.C.

Recruiting (new/experienced agents) Ideas:

Training classes
Open houses/tours
Tools/Education available
Top Ten Wanted List (collaborative, motivated, etc.) Poster/calls to follow up
Clear goals
Top Producers
Public/private recognition
Chamber of commerce/REALTOR® events/luncheons
Having great WCR events/promote them/everyday
Calling on good agents/title company reps can help/refer agents to you
Brokermetrics: look up agent production
Set up appts./have a prearranged meeting place
Follow up/stay in front of them – don't be forgettable
Focusing on happy, energetic agents
Make a personal touch what's important to them
Being self-assured in yourself/chapter
Ask newer members/approach - The Task is to Ask
Attend Broker meetings/bookmark
What can you provide to that agent (office/chapter)

Retention Ideas:

Sharing educational opportunities/stories/programs available/creating relationships
80/20 rule
Finding out what motivates people
"In Your Face"
Breakfast of Champions/top agents sharing success stories
Recipes for Success

Broker Economic Cost-Cutting Ideas:

Using testimonials/helps get referrals
Using the Internet
Using social media
Use humor in all pieces ☺

Marketing Ideas:

Youtube, LinkedIn
Active in social medias
Targeting key personalities in your communities
Using WCR learning environment for all agents
Fun on "fan pages"/highlighting your organizations contributions
Marketing yourself
Benefits of why they should join your office/WCR chapter

Motivating Your Agents/Team Management/Keeping Up Morale Ideas:

Make your location warm/welcoming
Review written goals monthly/annually
Better support to all agents/training
Meeting times/start on time/end on time!
Offer something for camaraderie
Relevant topics for meetings
Have in-house competition...Broker washes car ☺
Understanding your agents/members/know their goals/why's
Include everyone/top producers and one listing agents
Set clear expectations/goals