

Agent Asset Development

Leverage through Your Agents

One of the most overlooked methods to achieve business growth is through the Agent Asset Development (AAD) Program. Every one of your agents has the ability to benefit directly from the growth of the office, yet many of them need further encouragement in order to take full advantage of the program.

The most effective way that your agents can contribute to the growth of your business is to bring other agents into the company. The more an agent takes advantage of the AAD program, the more he or she will benefit. The key to getting the agents actively involved in developing their individual AAD programs is to establish specific guidelines with measurable commitments. For example, an agent could agree to provide you with two (2) interviews per week. This provides both a date and activity that are measurable. The best way to motivate your agents is to sit down with them on an individual basis to develop an arrangement that is mutually beneficial. The needs of your agents differ and it is important to identify the strengths that will assist the growth of your business. Agents can contribute in varying capacities. For example, a certain individual may excel at call prospecting. This person can arrange appointments for you by simply making telephone calls for an hour each day. Another agent may be well connected with establishments that provide real estate educational programs.

Meeting with your agents, one on one, at least every three (3) to four (4) months will serve a useful purpose. As you maintain contact with your agents, you not only are able to assist them with the plans you have developed but also, hold them accountable for their own success. This mutually beneficial arrangement contributes to the growth of your business and the productivity of your sales persons.

Agent Assistance

The most effective way to help your agents become more productive is to determine the areas in which they require assistance. The best way to identify these needs is to meet them on an individual basis.

The discussion should centre on the agent's current method of conducting business to determine its strengths and weaknesses. A prevalent area in which agents require help is the establishment and maintenance of a productive business plan. The objective is to set up a business plan that involves accountability. Once a plan has been developed, set up specific dates and times to either call or meet to ensure the agent's adherence to the plan. This will serve to increase the productivity of your agents and provide you the

opportunity to provide assistance on an as needed basis. This form of communication will benefit all parties.

Steps to Follow:

1. Meet with your agents one on one.
2. Find a mutually beneficial arrangement that involves them assisting with the recruitment of new agents.
3. Hold your agents accountable to the arrangements made.