Targeting New Agents

In all human affairs there are efforts, and there are results, and the strength of the effort is the measure of the result.
James Lane Allen

The Process

Get The List of New Agent Licensees

Acquiring the list of new agent licensees will vary in difficulty from area to area. Consult your broker on how to obtain this list. New lists should be obtained each week and from this list all new licensees should be called.

Call All The New Licensees

It is very important that all new licensees are called. Many of the competitors will also be contacting these new agents. In most cases, the competitors send a package of sorts or a letter in the mail to the new licensees. What many if not all of them do not do is call the new licensees.

The call is important for a variety of reasons, but most important of all, it is the single best way to arrange for an appointment with the broker. Fortunately the topic of the call will be very straight forward as the majority of new licensees are concerned with training and support.

When placing the call, it is important to keep in mind that the objective is nothing more than to arrange an appointment between the new licensee and the broker. Begin the call by introducing yourself and your office. Congratulate them on their recent decision to become a real estate agent as well as their success in obtaining their new real estate license. From there introduce your company's training policies, describing in brief detail the ongoing support and superior agent training as well as how strong your broker is at one on one coaching. Be sure to mention that your office offers a special program for new licensees. At this point the new licensee should be interested enough to book an appointment with the broker.

This call does not have to be very long and in many cases the less that is said the better. You do not need to get into specifics as any questions they may have can be answered by the broker during the appointment.

Arrange Appointments For The Broker

Once you have the new licensee agreeing to sit down and meet with your broker, schedule the appointment. Be sure to follow up with your broker the day before the meeting and with the new licensee the day of the meeting to remind them of the appointment.

The Follow Up

The follow up with the new licensee should be done by the broker post appointment. **It is crucial for the broker to obtain the email address of the agent they are speaking with so that they may add them to an email drip campaign.** It is your responsibility to ensure that the new licensee is contacted by the broker if the broker was unsuccessful in signing the agent to a contract with Sellstate.

Steps to Follow:

1. Obtain list of all new agent licensees.
2. Call all of the new agent licensees making sure to focus on training and support.
3. Arrange for appointments for your broker.
4. Follow up with your broker to ensure they continue regular follow up with the new licensee post appointment.
5. Have the broker obtain the agent’s email.
6. Add the agent to a drip campaign.
7. Ensure that the drip campaign goes out on a monthly basis.