

Targeting Productive Agents

Success is dependant on effort
Sophocles

Finding Productive Agents

Although normally considered a challenge, finding productive agents is not such a difficult task. The Multiple Listing Service records market activity. Each time a listing is sold, the pertinent information is updated in the system. To access the records, request that your broker demonstrate the process involved to log in and search for relevant details.

Once you are able to identify the agents who have had a closing or pending sale, send out recruitment letters to these individuals. Include a void check to demonstrate how much commission each would have earned for the same transaction had he/she been at Sellstate.

The Process

Twenty (20) Agents per Week

As with all recruiting methods, the greater number of agents contacted, the more the likelihood of achieving a positive result. Since sending out letters is, for the most part, a passive recruitment technique, a larger number of letters should be disbursed. In order to be successful with this approach, you should send a minimum of twenty (20) letters per week.

Each letter must correspond directly with the sales recorded in the MLS. There are two key factors to consider when searching the sales. The first is the identification of sales involving large commissions or high sale prices. The second is identification of those agents working for companies that pay relatively low (60% - 80%) commissions.. By targeting these agents, the difference in the amount of the check to be forwarded will be significantly greater as will the impact of the letter.

Because agents are not likely to make a move after receiving the first letter, it is a good idea to send the same agent a letter multiple times as they continue to close transactions. The more letters they receive, the more they will be reminded of how much money they are giving away to their broker.

The Initial Letter

There are two important parts of the letter. First is the letter itself and second is a void check showing the amount of commission that would have been earned had the agent worked for Sellstate. The idea behind this technique is very straight forward. By showing the agent how much more they could have earned with Sellstate, they will begin to consider making a move.

With each letter, you must customize the information about the sale as well as adjust the check accordingly. Examples of the letter and check can be found in [Appendix A – Transaction Letter](#) and [Appendix B – Transaction Letter Check](#).

Fill In the Report and Contact Information Sheets

Once you have prepared and sent letters and checks, fill in the report and contact information sheets. This is crucial as the broker will base their follow up on the information you provide on these two sheets. Both sheets can be found in [Appendix D – Report Sheet](#) and [Appendix E – Contact Information Sheet](#).

The Follow Up

It is imperative to understand that the initial written correspondence is not likely to achieve results of any significance without any accompanying telephone call. The letter serves to introduce the idea of making more money to the agent. The telephone call to them is crucial and is made much easier by virtue of the fact that you initiated contact by way of letter. It is your responsibility to ensure that the broker has the appropriate contact information as well as the information as to when the letter was sent and to then follow up with your broker to ensure that they make the calls to these agents.

To help ensure that the broker is making the follow up calls, there is a section for them to fill in on the report sheet. Be sure to check the updated sheet on a regular basis.

Steps to Follow:

1. Check the MLS for closed transactions.
2. Send 20 letters per week to agents that had closings, preferably those in companies where the splits are between 60% - 80% to agents.
3. Fill out report sheet and contact information sheet.
4. Have broker follow up with a telephone call.