

# BRANCH MANAGERS: Opportunity knocks... is your door open?

In Part 1 of this series, I discussed the many challenges managers face on a daily basis as well as some suggestions on how to overcome them. I will now address how managers can grow their office in this ever-changing real estate market.

Currently, there is a window of opportunity for you to recruit a few good agents to your office. I believe there is an office for every agent, and the key is to find the agents that best fit your office. It is important that you know the type of agent you want in your office who will represent you and the company well. It may be helpful to create a profile of the type of agent you are looking for.

As the market continues to shift and adjust, there are many agents who are unsure about the stability of their real estate practice. They are questioning their ability to stay in the business and the techniques they are using to generate new business. They are also questioning the value and resources that their present company offers them.

A couple of years ago, while business was booming, most agents were too busy working with clients and tending to transactions to consider leaving their office. But today they are looking around and wondering what tools other companies offer that may help them succeed in a challenging market. Instead of looking at this change as a negative, keep in mind that right now as a manager, you have a tremendous opportunity to capitalize on the marketplace and recruit some great agents to your company.

It is time to evaluate what your office really offers agents. What is the real and perceived difference between your company and the competition? Once you can establish those differences, put together an aggressive plan to recruit a group of good agents. You can start by asking the current agents in your office to make a list of potential new agents they would like to have join the team. Then set up appointments to speak with those recommended agents.

One important key to recruiting new agents is to find out what they don't like at their current office and make sure you can overcome that issue in your own office. Then create a sense of urgency and excitement around the move and close immediately. It is important to keep in mind the psychological and emotional ramifications that moving creates for many agents. They spend the majority of their time in the office managing deals and handling their clients. For many agents, their office is like a second home. They need to feel important, valued and appreciated. Agents are looking for fresh ideas and new ways to create business. They want to feel that their manager and their office are there to support them and to provide valuable services to them and their clients.

Right now is a great time to recruit and grow your office. As you interview agents, keep in mind that in order for a move to be a long-term success, it has to be a win-win situation for you, the company and most importantly, the agent.



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