

The Recruiting Questions Checklist

➤ As a broker, what should I ask my prospective agents?

The checklist covers categories such as agents' relationships with their clients, time management, lead generation, and management of difficult scenarios – all crucial factors in determining if an agent's a worthwhile addition to your brokerage.

? Question Focus: Client Relationship

- ☐ What are your small talk best practices? What questions do you ask when making small talk with potential clients?
- ☐ Have you ever refused to work with a buyer?
- ☐ What questions do you ask clients to better understand what they're looking for?

? Question Focus: Lead Generation

- ☐ What is the most effective way you attract leads?
- ☐ Describe how you approach asking for referrals.
- ☐ Tell me in detail about what you do before an open house.
- ☐ How do you use social media and the Internet to further your career?

? Question Focus: Professional Focus

- ☐ What does your day look like from start to finish?
- ☐ What does the inside of your car look like?
- ☐ Describe a time when you faced a setback and something you thought was going well went markedly wrong. How did you respond to the situation or turn the situation around?
- ☐ What resources are you looking for to further your career?
- ☐ What is your ideal company culture? How do you see yourself fitting into our culture here?
- ☐ How do you balance real estate and other obligations (family, financial, associations, other professional obligations, etc.)?

