

Establishing Your Hiring/Retention Standards for your Agents

Who, what, when, how, how much: To assure you have the kind of person you want and want to keep, list your standards in the following areas. Decide how you will get active agreement to these standards (agreement in writing). I've listed the resources we have available to guide you in setting standards and monitoring progress.

Time period	Create measurable standards in each area	Write your standards
<i>At selection</i>	<i>Your expectations</i>	
	a. All: Attend and finish your orientation procedure	
	b. All agents: Meet with manager to set goals and be accountable to them (<u>Up and Running in Real Estate</u> (for new people) has processes to do that)	Do they need to have written goals? What format?
	c. New agents: Meet regularly with manager to be coached to an agreed-upon business start-up plan (like <u>Up and Running in Real Estate</u>)	Do they need to have a start-up plan? What format?
	d. New agents: Agree to standards in lead generating activity levels (See <u>Up and Running in Real Estate</u> —lead generation activities in 30 Days to Dollars)	Do they need to meet minimum lead generating levels to assure productivity?
	f. Uphold your culture, values, and policies (in your Orientation)	Do you have them in writing?
	g. New agents: Attend and do work required in business-producing, high accountability training program (see <u>Up and Running in Real Estate</u>)	Do they have specific competency levels in bus. start up plan, packaging, and communication skills?
	h. Attend and contribute to office meetings	What are their talents to contribute?
	Other:	
<i>To retain:</i>	If they are not meeting your (minimum) production standards:	
	How long will you let them fail without meeting standards before you intercede with an intensive Up/Out program (see <u>On Track to Success System in 30 Days and mgrs. guide</u>)	When do you 'catch them' before they take the 'cant get up fall'? Or, do you?
	Your criteria for actively coaching them—or not (Example: will they do your lead generating plan, meet with you regularly—or not--see <u>Managers: Putting On Track to Work</u>)	What would cause you NOT to actively coach them?
	# of lead generating activities they must do during 'below standard to standard' coaching period to be retained	How will you know if they are pulling themselves out of a slump?
	How long will you coach them to reach standards (1-3 months?)	How long will it take?
	Your termination criteria and procedure	When will you know it's useless?
	Other:	



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