

7 Steps to Hiring Licensed Agents

Introduction

Recruiting licensed agents doesn't need to be complicated-but it does need to be intentional. At Century 21 Heritage Group, we follow a proven system that ensures we attract, evaluate, and onboard only the most qualified and aligned prospects. This approach reduces reliance on gut instinct and instead delivers a consistent, repeatable, and scalable hiring process.

When done poorly, recruiting is one of the costliest mistakes a team can make-not just in terms of money, but also time, training, morale, and culture. These seven steps will help you avoid that trap and build your team with confidence and clarity.

Step 1: Define the Role with a Clear Job Description

A strong job description sets clear expectations, outlines key duties, and shows how the role fits into your team's larger mission. It communicates professionalism and structure to candidates from the start.

Tip: Refer to the Field Agent Contract to define responsibilities and benchmarks.

Step 2: Write and Place an Effective Ad

Your ad should clearly instruct candidates to send their name, number, and best time to connect via email. This filters out those who don't follow instructions. Use channels like real estate newspapers, classifieds, social media, and mass mailings.

Have someone else schedule candidates into a group information session-not individual interviews. This sets a professional tone and filters ego-driven applicants.

Step 3: Host a Group Information Session

This is where we flip the script: You're interviewing them-even if they think they're interviewing you.

Introduce your story and your team's value, then show how your model helps agents earn more net income. Distribute thank-you packages with instructions for the DISC profile, basic math test, and credit check authorization.

Only those who complete the forms move forward. Everyone else receives a polite email.

Step 4: The 24-Hour Test

Send a time-sensitive email assignment to test their seriousness. Can they follow directions and meet a deadline?

This is a simple yet powerful filter. Only those who respond in time continue to Step 5. So far, they've invested effort-while your time has remained minimal.

Step 5: Conduct a 10-15 Minute Phone Interview

This call is about filtering, not selling. Confirm details, assess self-awareness, and break their script with the question: "How would you describe yourself in five words?"

You're looking for clarity, speed, and authenticity-not just charm.

Step 6: Face-to-Face Interview

Assess professionalism and consistency. Are their answers the same? Do they present themselves well?

This is not a job offer-it's a membership invitation. Set expectations, including the 3-week unpaid onboarding period. Use a standardized evaluation form to remain objective.

Step 7: Making the Offer

Invite them to a final meeting without revealing its purpose. Ask, "How badly do you want to be part of this team?"

If aligned, present the Team Membership Agreement and the Confidentiality & Protection Agreement. This formalizes the partnership and safeguards your systems.

Final Thoughts

This isn't just hiring-it's alignment. Use this system consistently to build a team that's not only capable-but committed.