Did you interview this guy?

And this guy shows up for work?
SOME YOU MAY RECOGNIZE

SentryLock
Smart Lock. Smart App. Smart Card. Smart Choice.

NATIONAL ASSOCIATION of REALTORS®

RPR
Realtors Property Resource, LLC
Partnered with NAR to uncover the traits of a high performer

Studying top performers across the nation
Using the data to create a benchmark

• Hiring new agents
• Developing existing agents
**Why is this important?**

**What are the costs to our industry of hiring poor performers?**

- Energy drain
- Create a Toxic environment
- Loss opportunity
- Damage our reputation
Corporations in the S&P 500 Index in 1965 stayed in the index for an average of 33 years. By 1990, average tenure in the S&P 500 had narrowed to 20 years and is now forecast to shrink to 14 years by 2026.

2016 report by Innosight “Corporate Longevity: Turbulence Ahead for Large Organizations”
Why is this important now?

The days of hiring 10 agents and hoping 2 were superstars are dwindling

Every hire needs to count!
The Interview

- Experience
- Knowledge
- Abilities

- Passions
- Values
- Soft Skills
- Behaviors
The Interview

- Experience
- Knowledge
- Abilities

We hire for skills and fire for values and behaviors

- Passions
- Values
- Soft Skills
- Behaviors

Hire for Values and Behavior, train for skills.
Unique Strengths

When we get this blend right, we see superior performers

Experience

Knowledge

Passion

Behavior

Soft Skills
THE NUMBER ONE MISTAKE HIRING MANAGERS MAKE

Is not identifying the traits needed to be successful.
1. Personal Interaction
2. Versatility
3. Frequent Change
4. Consistency
5. Persistence
6. Customer-Oriented
7. Following Policy
8. Competitive
9. Sense of Urgency
10. People-Oriented
11. Organized Workplace
12. Analysis
12 Behavioral Traits Related to Job Performance

89% of the top performers

81% of the top performers

84% of the top performers

Behavioral Hierarchy

Interaction - The job requires frequent communication and engagement with others.

Customer-Oriented - The job requires identification and fulfillment of customer expectations.

Competitive - The job requires assertiveness and a “will to win” in dealing with highly competitive situations.
Passion
• 91% have UTI #1 or #2 position
• 91% have UTI above the mean
• 84% have TRAD above the mean
• 73% have SOC below the mean
Soft Skills
25 PERSONAL SKILLS RELATED TO JOB PERFORMANCE

We found the top three traits among 84% of the top performers to be:

**Problem Solving Ability** - Anticipating, analyzing, diagnosing, and resolving problems.

![Bar graph for Problem Solving Ability with a score of 7.5*]

**Personal Accountability** - A measure of the capacity to be answerable for personal actions.

![Bar graph for Personal Accountability with a score of 7.2*]

**Resiliency** - The ability to quickly recover from adversity.

![Bar graph for Resiliency with a score of 7.2*]
**Customer Oriented:** When a Customer-oriented mindset emerges as a behavior, the agent:

- Asks the clients thoughtful questions and actively listens to their answers
- Takes time to build trust and loyalty
- Creates warm environments where clients feel comfortable starting conversations, asking questions or getting information
Customer Oriented

• Give me an example of how you build loyalty and trust with a buyer.

• Describe how you take responsibility for an issue your buyer is having.

• Tell me about a time when you turned a disgruntled client into a satisfied one.
Want more? Here are 3 ways you can make every hire count

To receive your FREE guide:

Email: Sara@SuccessfulHiring.com

Subject Line: Interview Questions
Want more? Number 2

To request your copy:

Email: Sara@SuccessfulHiring.com

Subject Line: Book
WANT MORE?  # 3

Includes:

30+ page report
• General characteristics
• Value to your organization
• Passions
• Soft skills
• Behavioral skills

Scores for the same 43 key characteristics used in the research
Want more? #3

Includes:

- 30+ page report
  - General characteristics
  - Value to your organization
  - Passions
  - Soft skills
  - Behavioral skills

- Scores for the same 43 key characteristics used in the research

- 9 point top producer comparison

- 20 Minute phone consultation
3 WAYS YOU CAN MAKE SURE EVERY HIRE COUNTS

Email: Sara@SuccessfulHiring.com