



Judy LaDeur

Multi-dimensional Recruiting: A New Approach To Recruiting In Today's Competitive Market

In today's competitive market, it takes more than being the best Broker in town to recruit the best agents in town. You must be the best option for that agent, PLUS you need to prove your value, and that requires skill. This ALL NEW Course will show you the changes and the challenges that Brokers are facing in 2020.

In the absence of value, money becomes the substitute. Anyone can buy an agent, but it takes skill to recruit the best agents, based on the VALUE of your tools and services.

There are new business models emerging daily and agents are being heavily recruited with an array of various compensation plans and sign on incentives. Regardless of what you call it, anything that prevents you from recruiting and retaining the best agents is NOT good.

This program WAS CREATED for the market that we are seeing TODAY!

Learn how to be the DISRUPTER in YOUR market and drive your competition crazy!

"There are many consultants who know the metrics of the brokerage business. There are a few who understand the human dynamics of clients and their firms. Judy LaDeur is among the handful throughout the industry who get both and has the experience across the years and hundreds of clients to really know where the keys to success will be for each individual client." -Steve Murray, President, REAL Trends

Call 630-402-0898 or Visit www.JudyLaDeur.com

This NEW online training workshop will show you how to attract and recruit the agents that you want, despite the industry DISRUPTERS that we are seeing today.

In today's highly competitive market, you need to show and prove value if you want to recruit the best agents.

That's what this training is all about. We will show you how to navigate through those obstacles and come out on TOP.

Call 630-402-0898
To Enroll Today!

Become the “Disrupter” in your marketplace!

- We have re-invented the 7-step interview process that has been proven to help recruiters hire 60%-70% of the experienced agents they interview, in the first interview.
- Recruit with the Value of what you have to offer and the results others have already experienced.
- You’ll learn how to walk your recruit through their needs and concerns to determine if your office is the best place for them.
- Facial recognition is a key component for success in recruiting. We teach you how to look at the photo of the agent you’re interviewing, know their hot buttons and how to proceed based on their behavior patterns.
- EACH Participant will be asked to submit the photo of an agent that you want to recruit, and we will give you 5 tips for each one, making it easier to follow up and recruit them!
- Creating Unique names for your tools and resources gives you a competitive edge over ALL your competitors. It ensures that NO ONE in your market will have what you have, and that’s powerful in today’s market. When agents want what you have, and they can only get it with your firm, it’s easier to recruit them.
- Get specific dialogs and techniques to overcome the 8 most common stalls or objections.
- The 5-step objection handling process is the most important tool that you have to determine the REAL objection and how overcome it.
- Participants learn the art of Value Closing. No more “let’s make a deal” to get them signed up!
- Learn how to follow up with the 4 different behavior patterns, and each one is different! Up to 50% of agents who join a firm, are a direct result of the proper follow up.
- Pre-sell the recruit with a Powerful Broker Success Book.
- Learning how to properly prepare for the interview tells you what they will want and what to present in ADVANCE of the interview.

Why we have the best results:

- The reason our results are so good is that we leave NOTHING to chance. You will be observed and evaluated by your peers, with real time practice.
- PLUS you will be observed and evaluated by Judy LaDeur, providing feedback and input from various viewpoints. You are also provided with tips to improve your interview process. This is where your presentation, your system and your strategy for recruiting the best agents will be reviewed and evaluated, insuring the best possible results, long term.

“We have 7 offices, 354 agents and are #8 in the US for our brand. Our agent count is in large part because of Judy LaDeur’s recruiting program. Our recruiting was hit and miss and inconsistent. We contracted with Judy to train our managers to recruit the right way, and the results were amazing. She not only teaches but shows by example. She personally coaches our entire leadership team. She is amazing. Proof is in the pudding. If you want to double your agent count, call Judy NOW!” -**Steve Allcorn DFW Dallas TX**

Build a strong foundation

- Building the right list of top producers for your office. How to find them, connect with them and ultimately sign them up.
- Create a customized marketing plan for your office that generates curiosity and desire to know more about how you support your agents.
- Develop dialogs, and various new approaches designed to connect with 10+ agents per week, booking an average of 3+ appointments per week with experienced agents. You'll receive a book of scripts to use and learn how to develop scripts to follow up every marketing piece that goes out. Plus, there are 8 new methods of connecting with agents in addition to making calls, so setting appointments will be EASY!
- Learn how to promote your success in the marketplace, which acts like a magnet to attract the best agents to your company.
- Learn the best "results-based" systems to network and build relationships with the agents in your market. Recruiting is about timing, and the goal is to be positioned when the time is right.

Master Strong Interview Skills & Develop Your Value Proposition

- Learn the 7-step interview process that has been proven to help recruiters hire 60%-70% of the experienced agents they interview, in the first interview.
- Get the direction you need. Nothing's left to chance. You'll learn how to walk your recruit through their needs and concerns to help determine if your office is the best place for them.
- Develop your power broker skills. From fine tuning presentation skills to presenting your value, you'll learn from your peers as well as your coaches and receive valuable, specific feedback for long-term success.
- Facial recognition is a key component for success in recruiting. We teach you how to look at the photo of the agent you're interviewing, know their hot buttons and how to proceed based on their behavior patterns

It's time to implement what you have learned:

At the end of each session you will receive specialized instructions allowing you to implement the material from that day. You have full access to your trainer if you have any questions before the next session. The key to development is practice!

Each session we review your success and measure your progress with regard to achieving the results that you desire.

Recruiting is easy when you have a system and a coach!



Results You Can Count On: Brokers tell us that they recruit more agents in the first 6 months with our training, than the past 2-4 years with their previous plan. The average broker/recruiter recruits 10-15 agents within 6 months, with many hiring 10+ agents in just 30 days! An average of 70% of those recruits are experienced agents. Our top recruiters and brokers are recruiting 50+ agents per year!

What is a program with those results worth to you? How many agents do YOU want to recruit in 2020? Call 630-402-0898 to get enrolled.