# The 90-Day Recruiting Cadence

By Suneet Agarwal

# Why a cadence

In 2017 I tried to make 5 recruiting calls a day. I lasted one week.

Then I hired a VA in the Philippines to make them. That VA stayed four years.

I'm telling you that first so you know who's writing this. I coach 40 to 45 team leaders a week, and I ask about recruiting calls on nearly every call. Almost nobody makes the calls they say they'll make. I didn't either.

Here's what I've watched happen. A leader gets fired up in January, makes a pile of calls, then disappears until March. By December the team is the same size it was in January.

The leaders who keep growing do something boring. They recruit every week. Slow market, morale down, two agents thinking about leaving, three bad weeks in a row. The calls still go out.

Years ago I was complaining to my coach, Jon Cheplak, about my agents. He told me my expectations were the problem, not my people. Then he gave me three letters: KFR. Keep friggin' recruiting.

KFR is a daily activity. It's not something you do when you remember.

This guide is the 90 days I'd hand you if you were on my coaching calls. It has your numbers, the math, the daily block, the scripts, the appointment, the inbound side, and a week-by-week calendar.

One note on timing. Agents move in the slow months, after a rough year has kicked them in the teeth. November through February is recruiting season. If your 90 days run into it, you're calling at exactly the right time. If they don't, start anyway.

# Step 1: Set the number

Write down how many agents you want on your team at the end of the year. If you're in more than one market, do one number per market.

Turn that into a monthly number of agents in. Use gross, not net. You can't control who leaves. You can control who comes in.

Plan for fall-off. For every 10 agents you sign, about 2 won't make it, about 2 won't fit, and some won't finish onboarding. Two to four of the ten end up productive. Set your gross number with that in mind.

Make the monthly number a minimum. When a leader tells me their target is two agents a month, I tell them: let two be the minimum.

Now pick the number that actually runs your week: recruiting appointments. Agents per month come from appointments, so the appointment is the egg and the agent is the chicken. Five appointments a week is a good place to start.

Sanity check: you need about 0.1% of your local association. That's 10 to 15 agents out of 1,400. Skip the market-share analysis and go recruit.

**Write these down before Step 2:**

- Year-end agent count:
- Monthly gross adds (the minimum):
- Weekly recruiting appointments:

# Step 2: Do the math backward

My appointment-setting firm made 47,556 recruiting calls. 7,212 people picked up. That's 15%. Those calls set 546 appointments.

That's about 88 cold calls for one appointment.

Want 10 appointments a month? Make 880 calls. Want 20? Make 1,760. There's no shortcut. No funnel hack. No magic post.

When you call from your own cell to agents who know your name, the numbers get better. These are the ratios I coach to:

- About 15% of calls get answered.
- About 25% of the people who answer set an appointment.
- About 40% of appointments show up.
- You hire about half of the agents who show.

Most teams fight to get a 30% show rate. The best recruiting ISAs I know of get about 35%. If you're at 60%, be ecstatic.

**Work your number backward.** Say you need 2 new agents a month:

1. 2 hires ÷ 0.5 = 4 appointments that show
2. 4 shows ÷ 0.4 = 10 appointments set
3. 10 appointments ÷ 0.25 = 40 conversations
4. 40 conversations ÷ 0.15 = about 267 calls a month, or about 62 a week

That's more calls than one leader makes alone. That's why Steps 3, 7 and 8 exist, and why Step 10 is in here at all.

Then use your real data to find the problem. 10 calls and 9 appointments is a capacity problem. 10 calls and 0 appointments means make more calls. Get the data before you change the script.

# Step 3: Build the floor in week one

Before the calls start, set up the things that bring agents in while you're doing everything else.

**A job ad, live, always.** Run it on Indeed. Think of it as your recruiting IDX site. Post two versions with different headlines and see which one pulls more applicants. Start free. Put money behind the winner once you know. $200 to $500 a month is plenty.

**A headline that sells.** Spend 80% of your effort on the first line. "Hiring realtors," "Join our team" and "Looking for motivated agents" are job titles. Lead with what the agent gets: "Company-provided leads." "We set your appointments for you." Tell them what they need, not what you need.

Then search "[your city] real estate agent" on Indeed like an agent would. If your ad looks like everyone else's, you're a commodity.

**Everyone knows you're hiring.** Your aunt should know you're hiring agents. Does she? Does your uncle? Swap the "agent on duty" sign in front of your office for "Now hiring awesome agents."

**A separate recruiting CRM.** Keep recruits out of your consumer database. I run two GoHighLevel accounts: one for the consumer brand, one for recruiting. Have a VA build it. Don't go down the GoHighLevel rabbit hole yourself. It took me a year to learn it well.

**A tracking sheet.** Four columns: calls, contacts, conversations, appointments. It can be a Google Sheet. You'll fill it in every day and review it every week.

# Step 4: The daily block

Every day: 5 recruiting calls and 5 recruiting texts. That's 25 calls and 25 texts a week. I say that on every coaching call.

Put the block on your calendar like a listing appointment, and protect it. Put a sign on the door. Send questions to a co-leader. Make the calls from home if you have to. Every interruption costs you about 9 minutes of focus.

**If you hate the phone, start warm.** Write a list of 100 agents who already know you. Call 5 a day. After every call, log a note in the CRM and set a callback task, whether that's a week out or four months out. You're building a habit. Nobody starts working out by running a marathon next week.

**Texts go one at a time, from your own phone.** People answer an iMessage from you before they answer a green bubble from a platform number. Sending one at a time also keeps you on the right side of texting rules. Texts add to calls. They don't replace them.

**Log it every day:** calls, contacts, conversations, appointments.

Why does it have to be you? Here's the line Jon says every week: "How can I expect my agents to make the dials I want them to make, when I'm not making the dials I need to make?" The team mirrors the leader.

And if you're thinking, "I don't recruit, I attract": is that how you run your real estate business too?

# Step 5: What to say

Three openers. Pick the one you'll actually use.

## The direct opener

This is my go-to. It's short and it gets to the point.

```
Hey [Name], it's [Your Name] with [Team]. I know you're probably happy where you're at.
But we're looking for some hard-working agents on my team, and we have a ton of
opportunities. Are you open to having a conversation to see if there's a fit?
```

When I get someone on the phone, I try to set the appointment on that first call.

## Get Comfy

This one is Jon Cheplak's. It's lower pressure.

```
Hey [Name], this is [Your Name] with [Team]. I know you're probably super happy at your
current company. I just want to let you know, if anything ever changes, we'd love to be
your destination team.
```

Then stop talking. Most people making these calls try to fill the silence. Let them answer.

Almost everyone says one of four things:

1. "Thank you, I'm very happy."
2. "How do you know I'm happy?"
3. "I'm never leaving."
4. "Thank you, I've always respected your agents."

Write your answer to each one before you dial. Print them. Run your first 50 calls on them.

If a VA or recruiter makes the calls for you, they add that the team has too many leads and opportunities and their team leader asked them to reach out.

## Did You Get It

This is for agents who opened your emails. Start with the ones who opened two or three times.

```
Hey [Name], this is [Your Name]. I sent you an email last week on [topic]. Did you get a chance to check it out?
```

That's it. A yes or a no both start a conversation.

## When they ask about the split on the phone

```
Let me ask you: when you call a home seller and they ask what your commission is, do you tell them on the phone?
```

Any good agent says no. You say: "Exactly. Why don't we meet and talk about it?"

# Step 6: Run the appointment

A recruiting appointment is 30 minutes, max. My listing appointments ran 40. If you can't tell whether someone is a fit in 30 minutes, you don't have a fit. End on time and book a follow-up if you need one.

Open with one question:

```
If you could wave a magic wand right now and design the perfect team, what would it look like?
```

Then shut up and let them talk. (I learned that question from a podcast, before I ever met my coach.)

There are about 8 things agents want: support, training and mentorship, technology, getting paid fast, leads, branding and marketing, culture, and an office. Every agent wants at least 2 or 3 of them. Your job is to find out which ones by asking, then talk only about those.

Ask what support means to them. For one agent it's help with a deal at 10:30 at night. For another it's printing flyers.

No feature dumps. Don't demo your tech stack. The details are something they get by talking to you.

**When they say "I need to think about it":**

1. "Got it. What's your decision-making process look like?"
2. If it's their spouse, agree with them. A decision this big should include their spouse. A little humor here breaks the tension and builds rapport.
3. Set the follow-up before you hang up: same day and time next week, calendar invite sent.
4. Send the contract anyway, through DocuSign, so they can look at it together. Offer a speakerphone call for questions.

About 90% of the agents who meet with me get a contract, whether they ask for one or not. Closed mouths don't get fed.

# Step 7: Feed the pipeline

The calls are outbound. These are the inbound side, and they run every week of the 90 days.

**Post every day.** One reel and one post a day, minimum, cross-posted everywhere. Agent wins, closings, new hires. Every agent in your market should see your face constantly. Volume beats one viral post.

**Text everyone who engages.** When an agent likes a recruiting post, text them personally. About 4 hours of this has turned into around 10 appointments.

**Recruit from your transactions.** The agent on the other side of every deal goes into your recruiting CRM and gets three emails:

1. When escrow opens: great to be working with you.
2. When contingencies clear: we're cruising along.
3. At closing:

```
We loved working with you. If you're ever exploring options or want to see how we do
things, my door is always open.
```

After that, they're on your weekly email for good.

**Email every week, and earn every extra send.** Build your list from co-op agents, job-board applicants and opt-ins. If you buy an MLS list, don't dump it all in at once. A 16,000-agent list dumped into MailChimp stopped delivering within two to three months. Add bought names in small batches, about 10 every other week, and grow the batches as your opens hold.

My rule of thumb: if your first weekly email gets 40% opens, you've earned a second one. If the second gets 40%, you've earned a third. If your opens are low, a new platform won't fix it. It's a deliverability problem.

The list compounds, and you control it. Tyler Morton runs nine RE/MAX offices. He told me on my podcast that he's sent his agent email every week for 139 weeks without missing one, and it gets a 70% open rate.

# Step 8: Run a 30-day referral contest

Referrals are your best recruiting source, and they don't scale on their own. A contest makes them scale.

- Run it for 30 days, and talk about it nonstop.
- Every referral who meets with you is one name in the hat. Every one who joins is two more names.
- Set a minimum number of entries. If you don't hit it, call it off. Otherwise one person enters and wins.
- Make the prize a resort weekend: roughly $1,000 for the hotel and $500 for food and drinks.

That $1,500 typically gets me 4 or 5 agents. One client ran it with a cruise worth about $1,000 and got 16.

You pay for one prize instead of a bounty on every referral.

# Step 9: The 90 days, week by week

**Weeks 1 and 2: build the floor.**

- Write your three numbers (Step 1) and do the math (Step 2).
- Get the job ad live with a real headline.
- Build the recruiting CRM and the tracking sheet.
- Write your warm list of 100.
- Put up the "Now hiring" sign.
- Start the daily block on day one: 5 calls, 5 texts.

**Weeks 3 and 4: work the warm list.**

- Daily block on the warm list.
- Post every day. Text everyone who engages.
- Start the three-email sequence on every open transaction.
- Send weekly email number one.
- End of week 4: first review.

**Weeks 5 through 8: add volume.**

- Launch the 30-day referral contest.
- Compare your two job ads and put money behind the winner.
- Write your Dream 100: the 100 agents you most want. Hit them on every channel: call, text, personal email, friend request, DM, coffee invite.
- Call the agents who opened your emails two or three times, using Did You Get It.
- End of week 8: second review.

**Weeks 9 through 12: get them in a room.**

- Host a career night in your office. Get the name, phone and email of every person who registers.
- Invite outside agents to your sales meetings and free CE classes. Invite them to everything.
- Keep the daily block. Keep the weekly email.

- End of week 12: third review.

**Week 13: reset.** Look at what produced appointments, set the next 90 days' numbers, and start again.

**Every week, track:** calls, contacts, conversations, appointments set, appointments met, agents signed.

Compare appointments to your weekly number. I care about the weekly total, not each day. If you're behind, add effort that week.

# Step 10: When the calls aren't happening

You'll hit a week where the calls didn't happen. Most leaders hit it in week two.

Be honest about it and pick one:

1. Make the calls.
2. Lower your agent goal, out loud, and own it.
3. Get someone else to make them: an offshore VA trained on these scripts, a recruiter, or done-for-you recruiting.

That's what I did in 2017. I wasn't going to make the calls, so I hired someone who would.

At each review, ask yourself five questions:

1. Am I invisible? Fix attention: posts and emails.
2. Am I forgettable? Fix capture: build the list.
3. Am I ghosting my list? Call it, and email it every week.
4. Am I avoiding the phone? Go back to the math in Step 2.
5. Am I chasing the wrong agents? Fix the avatar and cast a wider net.

Then ask the one that matters: which one am I avoiding because it's hard?

That's your answer. It's the thing you're not doing.

KFR.