

Careers Page on Website

Office Hours 01/29/2024

[Zoom Recording Link:](#)

Housekeeping:

Great recent trainings For Solo or Individual Agents:

[a\) Mapping out Seller Campaigns:](#) (Great Campaigns from our Community)

[b\) Database Deepclean:](#)

[c\) Bomb Bomb- Video Scripts:](#)

GOAL: Recruiting & Building your team/brand

WEBSITE:

Step 1: Find Page Template in Curaytor Platform “Join Our Team”

****IMPORTANT:** Be sure to tweak/fill in team name information under SETTINGS > SEO**

- Highlight WHY partnering with your team is appealing to an agent
- List responsibilities or qualifications you're look for in an agent joining your team
- Highlight your team accomplishments OR use the block beneath for an agent testimonial about why joining your team has been impactful for them
- THE KEY COMPONENT: Lead Gen hero block **This is how you will be notified of someone applying/interested.
 - BE SURE TO CHECK THE SETTINGS OF THIS HERO
 - Confirmation Content
 - Lead Form Source (this is how it will flow into Lofty/your CRM)

****ONCE PUBLISHED:** Add to MENU SETTINGS

EMAIL CAMPAIGN:

Step 2: Create Email Audience for REALTORS/AGENTS in your database

Step 3: Find Email Template “Office Hours: Join Our Team”

Subject: A New Home For Your Real Estate Future

Hi {first_name}!,

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We're on the hunt for closers like **YOU!** 🤗

At <Team/Brokerage>, our systems are meticulously crafted to empower agents to double their business.

From lead generation to comprehensive training and cutting edge marketing, our dedicated support staff ensures that our agents close deals efficiently!

We invest the time, money and resources in your success.

Let's connect **here** to see if we're a good fit for your business.

<Insert Join Our Team Link Here>

Chat soon,

<Team Lead/Broker>

FOLLOW UP:

Step 4: Review Convert Activity 24-48 hours later

Option 1: TEXT those who clicked for more information

"Hey <First Name>, Rachel here with XYZ Real Estate Group."

"Wanted to see if you had time this week to meet over coffee? Would love to answer any questions you have about our team and see if we're a good fit for your business."

Option 2: RETARGETING Email if you're hosting a Zoom webinar/

- Build audience based on filter "opened OR clicked specific email"

NOTE: This 2nd email could be an additional invitation to an in-person event, social media training, Bomb Bomb video training, webinar or a 1-1 meet up. (Or some aspect of your business that proves that you can add value to the agents.)

BONUS**

Step 5: IG REEL using a "grab their attention" opener

"Are you a real estate agent in the Orlando, FL area? We are looking for '2' Real Estate Agents looking to join our 'award winning' Team out of our <Location Office>. If you're looking for 1, 2,

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3, and 4 - let's connect. We'd love to see if we're a good fit for your business."

Step 6: Smart Plan for lead source "Join Our Team - Page"

Recruitment Examples:

<https://www.rlahlifestyle.com/careers-page>

<https://www.cowfordrealty.com/join-cowford>

<https://www.amyjonesgroup.com/careers>