One of the most crucial elements for ensuring your real estate brokerage can steadily generate revenue is agent productivity. Indeed, it can be argued that real estate agents are the main income generators of a brokerage. At the same time, however, it's not enough to rely on your current lineup of skilled, veteran agents.

You have to consider recruiting real estate agents who are still starting out, yet possess a desire to prove themselves. This can help your company earn more and sustain its growth. With fresh perspectives and a drive to succeed, young and skilled real estate agents can push your brokerage into greater heights.

The question is: how do you recruit and, more importantly, retain these young and skilled real estate agents? Here are some tips you might want to consider:

Be a Mentor

Young professionals, no matter the industry, and eager and hungry to learn from the best. They're constantly looking for individuals and companies that can help them achieve their goals. If you can provide knowledge and training for young agents, they're most likely to join you. Make sure to come up with programs that enhance your new recruits' skill sets or even teach them new ones. When these young talents know that they are constantly growing with your brokerage, they will be more likely to stay.

Don't be afraid that your new recruits will leave after they've received mentorship. Rather, focus on cultivating an environment suitable for their growth. Remember the quote from Richard Branson: "Train people well enough so they can leave. Treat them well enough, so they don't want to."

Build a Strong Online Presence

Young millennials and Gen Z-ers are digital natives. They are always online reading real estate blogs and thus expect brands and companies to be online as well. As such, make sure that your brokerage not only has an online presence but a strong and streamlined one. Don't just post on social media; engage!

Get to know your potential new recruits instead of just posting for likes, shares, and retweets. More importantly, study how you can use each social media site effectively. For example, LinkedIn is ideal for knowledge sharing aside from being a recruitment platform.

You should also keep your website sleek and easy to use, not to mention mobile-friendly. Don't forget to provide helpful content in the form of articles or videos. Use a sound SEO strategy; in fact, hire an SEO company to ensure that your brokerage will appear in relevant searches as one of the top results for potential brokers and customers alike.

Don't Just Hound Social Media

It's true that most young candidates spend a lot of time online and on social media. However, when actually recruiting candidates, it's best to combine techniques. Use online platforms and at the same time consider more personal methods to really connect. One good way is to host industry events.

This is a perfect venue for networking, not to mention learning (which, again, young real estate agents are keen about). Think of recruitment as a form of dating. It's not enough to create a dating profile and meet people online. After you get to know them digitally, it's time to meet on an actual "date." This shows sincerity and creativity on your end, and seriousness on the candidates' ends.

Compensation Beyond Money

Everyone has to make a living.

However, for many young and talented candidates, compensation is more than just about money. While you have to think about providing just and livable wages, you also have to think about offering something unique to your recruits. In particular, young professionals are looking for companies with cultures and values that echo their own. Training and networking opportunities are also crucial since, as earlier mentioned, young recruits are always looking for ways to improve themselves.

You should also think about providing and encouraging activities outside real estate. Indeed, there is life outside of work and you should be promoting this as part of your company culture. If you can provide other benefits such as health insurance and paid time off, then all the better.

Use Data to Monitor Progress

If you're recruiting real estate agents, you need actionable data on two fronts. First, you need to track the performance of every recruiting activity you conduct. If something doesn't

work, then you either need to think about a new activity or optimize based on your data. Ideally, you should conduct a week-on-week analysis.

Second, you should monitor the performance of your potential recruits. Ask them the same interview questions for a balanced result. Once they make the cut, you should have a standardized criteria to measure their effectiveness. If they're lagging, make it your mission to find out why and initiate ways to help them improve.

Recruitment is not an easy process, especially if you're looking for true talent. Every brokerage is after top-tier candidates, after all. Consider these tips to find and retain real estate agents that will help steer your company to greater success. Good luck!