

Recruiting: Promote Your Messages!!!!

Create a 'Book of Greatness' in your Office Entry

Purpose: Show potential recruits the validity of the company; show clients how our company works; to educate your agents on the benefits of the company and office

How this list is organized: Topic/divider pages are in bold. Suggestions about what to include are listed under every section. Have fun and be creative. Use a task force in your office to create this recruiting resource while building teamwork and enthusiasm for your company culture.

Excerpted from The Complete Recruiter, which helps you create a dynamic recruiting strategy and specific plan, and includes recruiting letters and dialogues.

Your company name: Leading the Industry in

Introduction letter from manager

Our Culture: The Foundation of Our Company

Vision, mission, beliefs, values

Local, regional, national

The Fundamental Difference: Our Agents Make us Great

Our History:

How We're Growing

Local Management Support Assures You Come First

Our Training Programs Assure You Reach Your Goals

Our Learning-Based Belief

Our company courses

Examples of local courses/ local calendar

Testimonials from attendees

Our Agent Leadership

What it is

Why we have it

Who's on it locally

Look Who's Joined

Noteworthy agents who have joined us

Look What They're Saying

Agent testimonials about our company, office, management

What Clients Tell Us About Our Service

Client testimonials

