



*Recruiting Insight*

# REAL ESTATE PERSONAS AND AVATARS



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# PREFACE: HOW TO USE THIS GUIDE

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Recruiting is not about convincing people; it is about diagnosing them. This document is designed as a dual-purpose tool for modern brokerage leadership.

## THE CLARITY CHECK-IN: IDENTIFY YOUR IDEAL

Before utilizing these archetypes, you must ground yourself in your own specific standards:

- For Existing Clients:** If you have worked with us, you will remember identifying your IDEAL AGENT. Go back to that work now and see which, if any, of these universal avatars fit your ideal.
- For New Users:** If you have not done this work—schedule a consult with us or start on your own. Either way, CLARITY IS KING. Without it, you are just collecting names, not building a culture.

This guide is divided into two strategic sections:

## **PART I: THE REFERENCE LIBRARY (DISCUSSION & DIAGNOSIS).**

A breakdown of the 11 universal agent archetypes. Use this section to train your recruiters on how to spot motivations instantly.

## **PART II: THE PERSONA ARCHITECT (CONSTRUCTION).**

A workshop guide on how to build custom avatars unique to your local market and value proposition.



**PART I:**

# THE REFERENCE LIBRARY



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# I. THE MASTER DICHOTOMY: SCHOOL VS. CLUB

To recruit effectively, you must first diagnose if the candidate is seeking a School of Success (New) or a Club of Elites (Experienced).

## **A** THE NEWBIE PATH: SEEKING THE SCHOOL OF SUCCESS

Typically 0-2 years in. Primary driver: Survival.

New agents are buying your brain (Competence Transfer). They don't care about tools; they care about knowing what to do on Tuesday.

The Script: "My job is to ensure that when you walk into a house next week, you have the exact scripts you need to win. We move the skills from my 20 years into your first 20 days."

## **B** THE VETERAN PATH: SEEKING THE CLUB OF ELITES

High performers. Primary driver: Friction Removal.

Veterans join where life feels the "easiest" and status is recognized. They are looking for Systems and Optimal Distinctiveness.

The Script: “Usually, at your level, there is one part of the business that feels like walking through mud. If I could remove one administrative hurdle tomorrow so you could spend ten more hours with your family, what would that hurdle be?”

## II. THE DRILL-DOWN: 11 CORE PERSONAS

### Group A: Newbie/Transitioning Personas

- 1 The Corporate Refugee:** Former professional. Fear: Looking like an amateur. Hook: Structure.
- 2 The Bridge-Builder:** Part-time to full-time. Fear: Losing the safety net. Hook: The Exit Strategy.
- 3 The Digital Native:** Young/Gen Z. Fear: Lack of trust/authority. Hook: The Credibility Shield.
- 4 The Dedicated Hobbyist:** Secondary income. Fear: Legal/professional liability. Hook: The Safety Net.

## Group B: Experienced/Veteran Personas

- 5 The “Solo-Flight”:** Exiting a team. Fear: Losing leads/support. Hook: Autonomy + Brand Equity.
- 6 The “CEO Parent”:** High burnout. Fear: Missing family moments. Hook: Time-Wealth.
- 7 The Future Leader:** Solo veteran hitting a ceiling. Fear: Permanent burnout. Hook: The Incubator.
- 8 The Legacy Veteran:** 25+ years in. Fear: Irrelevance/Tech-gap. Hook: The Succession Path.
- 9 The Under-Performer:** The “Re-boot.” Fear: Market passing them by. Hook: The Skill-Shift.

## Group C: Team Leader Personas

- 10 The Thriving Captain:** High growth. Fear: Infrastructure/Margins hitting a ceiling. Hook: The Platform Play.

- 11 The Struggling Captain:** Owns a "job," not a business. Fear: Total collapse if they stop selling. Hook: The Team Reboot.

### III. THE CHOICE MATRIX SUMMARY

Persona	Primary Fear	The Hook	Value Proposition
Newbie	Survival	Path	"We will teach you."
Veteran	Friction	System	"We will free you."
Refugee	Lack of Status	Structure	"We will integrate you."
Native	Lack of Trust	Credibility	"We will back you."
Solo-Flight	Loss of Leads	Autonomy	"We will brand you."
CEO Parent	Missed Moments	Time-Wealth	"We will give life back."
Future Leader	Complexity	Scale	"We will build you."
Legacy	Irrelevance	Succession	"We will protect you."
Hobbyist	Liability	Safety Net	"We will cover you."
Thriving Captain	Ceiling/Margins	Platform	"We will fuel you."
Struggling Capt.	Burnout/Chaos	The Reboot	"We will stabilize you."

PART II:

# THE PERSONA ARCHITECT

## STEP 1: THE MIRROR AUDIT (WHO IS ALREADY HERE?)

Diagnose your top 20%. Where did they come from? What did they hate about their old firm? Why do they stay?

## STEP 2: THE 4-POINT PROFILE BUILDER

To create a Custom Persona, fill out these four quadrants:

- 1 The Trigger Event:** What makes them pick up the phone today?
- 2 The 3 A.M. Nightmare:** What is the internal anxiety keeping them awake?
- 3 The External Tell:** How do you spot them before you speak to them?
- 4 The Liberating Truth:** The one sentence that validates their fear and offers the solution.

## STEP 3: THE ANTI-PERSONA (THE VELVET ROPE)

Define the agent who, even with \$10M in production, would ruin your culture.

## IV. THE FINAL DIAGNOSIS

Never present your value proposition until you have diagnosed the persona. Use the “One-Year Magic Wand” question:

“If we sit here one year from today, and your life - not just your bank account - is exactly how you want it to be, what does a typical Tuesday look like for you?”

Listen carefully. Their answer tells you which persona to address. Don't sell the brokerage; sell the Vision, sell the “Tuesday!”



## APPENDIX A:

# THE IDEAL AGENT SCORECARD

**Candidate Name:**

**Persona Identified:**

Category	Indicator	Score (1-5)	Notes
Production Fit	Does volume align with our model?		
Growth Mindset	Are they coachable?		
Tech Alignment	Will they use our stack?		
Cultural Pillar 1	Collaboration / Sharing		
Cultural Pillar 2	Professionalism / Brand		
Leverage Ability	Can they delegate? (Teams/Vets)		
Friction Level	Management energy required?		
TOTAL SCORE			/35

## THE DECISION MATRIX:

**30-35:**

The Ideal Match. Move to immediate "Deep Offer" phase.

**22-29:**

The Project. Identify the gaps. Can our systems fix these?

**BELOW 22:**

The Anti-Persona. Politely decline.

# THAT'S A WRAP

Thank you for reading our eGuide. We trust these insights will bring new value to your growth strategy. We'd love to hear your feedback, suggestions, or success stories: reach out to us at [info@recruitinginsight.net](mailto:info@recruitinginsight.net).

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## ABOUT RECRUITING INSIGHT

From our Managing Partners to our account executives and support staff, our team brings over 100 years of combined experience in talent attraction, sourcing, and recruiting. We serve a diverse range of clients, from large multi-office firms to single-office brokerages and teams.

## WORK WITH US

We are your go-to source for recruiting strategy, systems, and execution. Additionally, Ben Hess and Mark Johnson are frequently requested to speak at industry events, facilitate strategy sessions, and lead training workshops. To learn more about our tools and proven ROI, book a free consultation today at [www.recruitinginsight.net](http://www.recruitinginsight.net).

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