

The Simple
**PSYCHOLOGY OF
REAL ESTATE
RECRUITING**

SECOND EDITION

CLIFF NOTE VERSION



Recruiting Insight



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CONTENTS

Core Philosophy:
People Over
Numbers



PHASE 1:
Getting Your
Mindset Right



PHASE 2:
Having the Right
Conversation



PHASE 3:
Diagnosing the
Problem



PHASE 4:
Keeping Them &
Closing the Deal



Quick Start:
Implementation
Priorities



CORE PHILOSOPHY:

PEOPLE OVER NUMBERS



This eBook argues that recruiting isn't about making endless cold calls or aggressive sales pitches; it is about understanding how the human brain works and how the six sources of leads work together.



The Comfort Zone:

People naturally prefer what is familiar because it feels safe to their survival instincts, even if they aren't fully happy in their current job.



The Fear Response:

When you try to "sell" someone too early, their brain's natural alarm system (the fear center) goes off. They feel threatened and put up a defensive wall.



The Solution:

To get past that wall, you have to establish Trust (Warmth) before you try to impress them with your Skills (Competence). If they don't trust you, they won't listen to your logic.



The Six Sources Of Leads:

Agent Referrals,
Influencer Referrals,
Co-Op Agent outreach,
internal events, external
events, and cold calls.

WHERE TO START

Feeling overwhelmed? Focus on these three high-impact actions first:

- 01 **Build Digital Warmth** using the 5-3-1 cadence.
- 02 **Memorize the 8 D's** diagnostic questions.
- 03 **Use the Gap Analysis** in every Strategy Session.

PHASE 1:

GETTING YOUR MINDSET RIGHT

THE INTERNAL GAME (YOU)

- **Be the Builder, Not the Hero:** You don't need to be a top salesperson to recruit one. You just need to be the "Architect" – the person who builds the systems that help them succeed.
- **Check Your Ego:** Stop trying to be the hero of the story. Instead, become the biographer of their story.

THE EXTERNAL GAME (THEM)

- **Warm Up Online:** Before you ever meet, use social media to build familiarity. Comment on their posts and send helpful info so you aren't a stranger when you call.
- **The "No Pitch Zone":** For the first 20 minutes of a meeting, do not talk about business, brochures, or numbers. Focus entirely on their life, their feelings, and their stories.

PHASE 2:

HAVING THE RIGHT CONVERSA- TION



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THE 70/30 RULE

LISTEN MORE, TALK LESS:

You should be listening 70% of the time and talking only 30%. Influence doesn't come from being the loudest; it comes from letting them talk enough to convince themselves.

THE 6-STEP LISTENING GUIDE

To earn their respect, follow this cycle:

01

Clear Your Head: Stop thinking about what you're going to say next.

02

Don't Interrupt: Never finish their sentences.

03

Body Language: Lean in and face them directly.

04

Eye Contact: Look at them comfortably.

05

Repeat Back: Say, "So, what you're saying is..." to prove you heard them.

06

Validate: Name their emotion (e.g., "It sounds like you're really frustrated").

PHASE 3:

DIAGNOSING THE PROBLEM



THE TWO TYPES OF AGENTS

THE NEWBIE:

Their biggest fear is failing. They want Training and Guidance.

THE VETERAN:

Their biggest fear is wasted time. They want Simplicity and Support.

THE 8 REASONS PEOPLE LEAVE (THE 8 D'S)

Look for these friction points:

01

Direction: Bad leadership or unclear vision.

02

De-Risking: Lack of support or legal safety.

03

Development: No training or mentorship.

04

Differentiation: Nothing unique to offer clients.

05

Dynamics: A toxic or boring office culture.

06

Digital/Data: Outdated technology.

06

Dollars: Money (often just an excuse for other problems).

06

Dissatisfaction: Daily annoyances and friction.

PHASE 4:

KEEPING THEM & CLOSING THE DEAL



WHY THEY STAY

Agents stay when they have two things at the same time:

01

FITTING IN:

They feel like part of the team.

02

STANDING OUT:

They feel special and recognized for their unique skills.

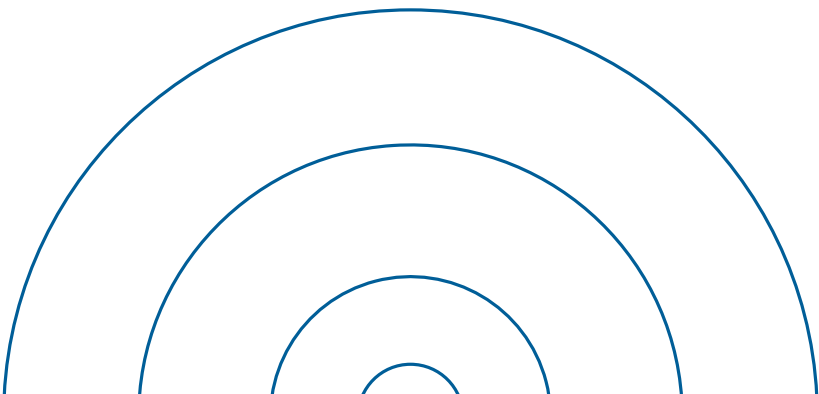
HELPING INSTEAD OF SELLING

> Problem-Solving Sessions:

Don't ask them to join your company yet. Ask to help them solve a specific problem for free (like fixing their marketing plan).

> The Gift:

By helping them first without asking for anything, they will naturally want to work with you because they feel they owe you.



QUICK START

IMPLEMENTATION PRIORITIES



01 DIGITAL WARMTH (THE 5-3-1 CADENCE)



5 Social Lifts: Like/comment on their posts over one week (no business talk).



3 Personalized Deposits: Send helpful articles or compliments with no ask.



1 Low-Friction Ask: Ask a 2-minute question about their work.

02 MASTER THE 8 D'S DIAGNOSTIC

- Direction: "Do you have a clear 5-year plan with your current firm?"
- De-Risking: "When deals go sideways, do you have support or are you alone?"
- Development: "Are you being trained for where you are now or where you were 3 years ago?"
- Differentiation: "What makes you impossible to say no to in a listing presentation?"
- Dynamics: "Does your office culture pull you forward or hold you back?"

- Digital/Data: “How much time is bad tech costing you away from family?”
- Dollars: “If money was equal, what’s the real reason you’d consider moving?”
- Dissatisfaction: “Is the friction of staying greater than the friction of moving?”

03 USE THE GAP ANALYSIS

Have them rate their business 1–5 in these three areas:



The Anchor: Mindset, database, systems, delegation.



The Engine: Lead gen, appointments, conversions, transactions.



The Rudder: Farming, open houses, team building, revenue streams.

DAILY ROUTINE

- **Commitment:** Spend 30 minutes a day on recruiting.
- **Goal:** Reach out daily, have meaningful conversations weekly, and meet face-to-face occasionally.
- **Teamwork:** Let one person focus on newer agents, while the leader focuses on the big producers (“Whales”).



KEY TAKEAWAY

THE PHILOSOPHY:

Recruiting is an act of leadership. It is the process of finding people who are afraid, stuck, or invisible, and offering them a tribe where they can both belong and become.

THE PRACTICE:

Start with 30 minutes a day. Focus on warmth first, competence second.



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