

The Interview System

**THAT PREDICTS AGENT
PERFORMANCE
HABITS. AMBITION. BELIEFS.**

The Interview Framework That Finds
Real Estate Agents Who Actually Produce

STOP ASKING ABOUT PRODUCTION (SAY WHAT!?)

START DISCOVERING HABITS, AMBITION AND BELIEFS!



Recruiting Insight



GINO'S APPROACH & MANAGER'S GUIDE



Gino built one of the fastest growing organically grown real estate firms on the planet.



Mark and his team used this example to earn the Inc 5000 list, 5 Years in a row.

WHY THIS WORKS

Most interviews evaluate what candidates have done. This framework evaluates who they are. Three things predict performance better than resume credentials:



Habits



Ambition



Beliefs

Every question in this guide is designed to create deeper rapport and connection while surfacing one or more of the three characteristics – habits, ambition or beliefs. Your job is not to sell the candidate on joining — it's to discover whether they have what it takes to succeed.



HOW TO RUN THE INTERVIEW

Before you start, read these four guidelines

- **Listen to discover, not to respond**
While the candidate is talking, your only job is to understand them — not to plan your next question. The best follow-ups come from genuinely paying attention.
- **Follow the thread**
These questions are a starting point. If someone says something interesting, go deeper. Ask "tell me more about that" or "what do you mean by that?" The real answers live underneath the first answer.
- **Embrace silence**
After their final answer, pause. Say nothing for a few seconds. Candidates who are comfortable with silence tend to be better negotiators and more self-assured in the field. Candidates who rush to fill the silence often need more coaching.
- **Watch for ownership**
Throughout the interview, notice whether the candidate takes responsibility for their outcomes — good and bad — or whether they credit and blame external circumstances. Ownership is the single biggest predictor of long-term success.

EXPERIENCED AGENT VERSION

Use for candidates with 1+ years of production history

- 1 What do you currently do, and what does your production look like over the last 12 months?
- 2 How did you get started in real estate? What made you choose this career?
- 3 Where are you originally from?
- 4 What else do you do besides work?
- 5 Who has had the biggest impact on you — in business or in life? What did this person teach you?
- 6 As you look at your real estate career like a radar, there are highs and lows — what has been your lowest point, and your highest point?
- 7 How did you get through the lows — and how did you sustain the highs? What does that tell you about yourself?
- 8 If a brand new agent asked you for advice on how to build a real estate business, what would you tell them?
- 9 You've built experience and a track record. What does the future hold for you, and why here, why now?
- 10 When your real estate career is over, how do you want to be remembered — by your clients, your peers, and your family?

Bonus – Readiness and Runway Check

- > Walk me through your current prospecting routine week to week.
- > How do you generate leads and what does your conversion approach look like?
- > Why independent contractor versus staying where you are or joining a larger brokerage?

After Q9 or Q10 — pause. Say nothing. Let the silence sit. Watch how they handle it.

WHAT YOU'RE LISTENING FOR — EXPERIENCED AGENTS

After the interview, ask yourself these three questions before making a decision:

- **Habits** — Did they describe a specific, repeatable routine — or did they speak in vague generalities? Producers have systems. Drifters have intentions.
- **Ambition** — Did their answer to Q9 reveal genuine hunger, or did it sound like someone coasting? Are they joining you to grow, or to hide?
- **Beliefs** — When they described their lows in Q6 and Q7, did they own it or blame it? How they talk about their past predicts how they'll handle the next hard market.



NEW AGENT VERSION

Use for candidates with less than 1 year of experience or pre-licensed candidates

- 1 What do you currently do, and what drew you to real estate?
- 2 How did you get started on this path — walk me through the decision.
- 3 Where are you originally from?
- 4 What else do you do besides work?
- 5 Who has had the biggest impact on you — in life or in your career so far? What did this person teach you?
- 6 Real estate may be new for you, but life isn't — what has been your lowest point and your highest point, in work or in life?
- 7 How did you get through the lows — and what did those moments teach you about yourself?
- 8 Walk me through exactly how you would spend your first 90 days if you joined our firm tomorrow.
- 9 Real estate has no ceiling — but it also has no floor. What does the future look like for you, and what are you willing to do to get there?
- 10 When your career is over — real estate or otherwise, how do you want to be remembered?

Bonus – Readiness and Runway Check

- > Have you been in a sales, client-facing, or entrepreneurial role before? Tell me about it.
- > How long can you financially sustain yourself with little to no commission income while you build your business?
- > What does your support system look like as you get started? (Spouse, family, financial cushion).

After Q9 or Q10 — pause. Say nothing. Let the silence sit. Watch how they handle it.

WHAT YOU'RE LISTENING FOR — NEW AGENTS

- **Habits** — Q8 is your most important question for new agents. Did they give you a specific, thoughtful 90-day plan — or did they wing it? Research and intentionality before day one is a strong signal.
- **Ambition** — Q9 should reveal whether this is a calculated career move or a casual experiment. New agents who can articulate exactly why real estate and exactly why now tend to outperform those who "wanted to try something new."
- **Beliefs** — New agents haven't faced a market downturn yet. Q6 and Q7 using life experience instead of business experience still tells you everything about resilience, self-awareness, and whether they take ownership of their outcomes.
- **Runway** — A talented new agent who runs out of money at month five is a failed hire. The bonus questions are not optional for new agents. Financial and personal stability in the first year is directly tied to production.



WRAPPING UP THE INTERVIEW

You may have noticed this guide is short on selling yourself and your brokerage — that is by design.

The interview design is the pitch. When someone walks out feeling genuinely seen rather than processed, you've already differentiated yourself from every competitor who ran them through a checklist. Once you've created that feeling, you've earned the right to share your organization's features and benefits.

- **Connect their stated ambition to your specific value** Your questions surface what candidates actually want — not just what they've done. That puts you in a rare position to say "here's exactly how we address that." Most brokers pitch their value proposition generically. You can pitch it personally.
- **The question that flips the dynamic** Near the end, ask: "**Based on everything we've talked about today, what would need to be true for this to be the right move for you?**" This hands them ownership of the decision and surfaces real objections in the moment — when you can still address them — rather than losing them to silence over the following week.
- **Reinforce the feeling at the end** Before wrapping, briefly mirror back what you heard — "What I noticed about you is..." This lands powerfully because most candidates never hear a recruiter reflect their story back to them. It deepens the "I was actually listened to" feeling you've already created.
- **The follow-up call matters more than people think** A brief check-in 24-48 hours later referencing something specific from your conversation — not a generic "following up" — extends that feeling of being remembered.

THAT'S A WRAP

Thank you for diving into this guide. We're confident these insights will add some serious horsepower to your growth strategy. Whether you have a quick question, a suggestion, or a "win" you're ready to brag about, we want to hear it.

> ABOUT RECRUITING INSIGHT

Our team—from Managing Partners to support staff, brings 100+ years of combined experience in talent attraction, sourcing, and recruiting—serving firms from large companies to boutique teams.

> What Makes Us Different?

We don't just "post and pray." Our competitive edge lies in our tech-forward, human-centered approach:

- **Proprietary Assessments:** Data-driven tools to find the right cultural and production fit.
- **AI-Enabled Hiring:** Streamlining the top of your funnel so you only talk to the best.
- **US-Based VRAs:** Our Virtual Recruiting Assistants provide the heavy lifting, allowing you to focus on closing the deal.

> Work With Us

Think of us as your go-to architects for recruiting strategy, systems, and execution. Beyond our tools, our partners Ben Hess and Mark Johnson are frequently tapped to: Think of us as your go-to architects for recruiting strategy, systems, and execution.

Ready to see the ROI? > Stop guessing and start growing.

Book your free consultation today

Connect with us info@recruitinginsight.net