



## Learn New Recruiting Strategies & Tactics That Will Position Your Office Ahead of Your Competition

Talent Attraction REV is a NEW one-day, interactive class in which you will:

- Define your recruiting goals and activities
- Position your office as a leader in your market, with metrics that matter to agents
- Test-drive the scripts that resulted in an average of 1.5 appointments— from three contacts in less than 20 minutes with our pilot offices

### SCHEDULE:

#### **FEBRUARY 12— TALENT ATTRACTION REV:**

For everyone who touches recruiting, this new class will kick start your recruiting program.

#### **FEBRUARY 13— MARKETING UPDATE:**

Learning Update, Zap update with lunch at Zaplabs!

#### **Hilton Garden Inn San Francisco/Oakland Bay Bridge**

1800 Powell Street, Emeryville, CA 94608

To learn more and register for the course, go to:

[www.eventsbhgre.com/ta-rev](http://www.eventsbhgre.com/ta-rev)

Out-Recruit  
Your Competitors With ...  
**Better Homes and Gardens Real Estate's**

# Talent Attraction REV

Not a controlled study. Pilot program consisted of 73 brokers and office managers across multiple brands. The brokers/office managers tracked the number of contacts they made during a twenty-minute or less in-class exercise, and the number of recruiting appointments set as a result of these contacts. The number of recruiting appointments with prospective agents set by brokers/office managers was 1.5 appointments from an average of 3.1 contacts. Individual results may vary and there is no guarantee of results.

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