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**“Against All Odds: The story of how 17 firms found a way to grow and prosper in the worst of times,” Real Trends, January 2013**

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Grow your team and business with Market Leader

Want great agents to come knocking? Give them the right tools to generate leads and close more business. Market Leader Professional offers powerful add-ons for CENTURY 21 Business Builder® in one convenient solution.

Call 1-877-732-8505 to learn more.

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How do you recruit the best agents?

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Most Market Leader customers use their contact management system to keep track of buyer and seller leads over the long and complex engagement and conversion process. Broker/owners Keith and Carol Wright of CENTURY 21 Wright & Assoc., Inc. in Portland, Oregon are using Market Leader Pro to keep track of hundreds of prospective agents.

“In Pro, we have a pipeline of about 300 people who are interested in getting into the real estate business and joining our team,” Keith explains.

It’s easy to see why so many agents—both new and experienced—want to join CENTURY 21 Wright & Assoc., Inc. It’s a 30-year CENTURY 21® office, and the Wrights are second-generation owners who have been at the helm since 2003. They boast a roster of over 50 agents, including 12 agents who have been added in the last year alone.

**Showcasing What the Brokerage Can Offer**

Keith keeps in touch with hundreds of potential new and experienced agents by sending newsletters, flyers, drip campaigns, personalized emails, and local market information. He offers monthly meetings with guest speakers and industry topics. All these marketing pieces and educational opportunities serve to show potential agents everything that CENTURY 21 Wright & Assoc., Inc. has to offer.

Recently, he started sending videos. “At least once a month, I’ll do a video recap,” Keith says. “It goes to every agent who we’re recruiting, agents in our brokerage, and agents with other companies who may be on our radar.”

He also includes links to Market Leader’s educational videos or CENTURY 21 educational videos, including those that showcase their unique property websites.

“Experienced agents take longer to convert,” Keith says. “They won’t leave or move unless they’re unhappy or something changes drastically at their current brokerage. Market Leader has taught me that it takes anywhere from six to 12 touches before an individual even sees you or considers you. We use Market Leader’s drip campaigns to stay in front of these agents.”

Keith believes that the best way to get more of his agents to adopt the Market Leader system for buyer and seller leads is to see it in action.

“I don’t know any other way to get them to use it other than leading by example,” he says. “You can’t expect them to change the way they do business overnight. You have to work with them at their level. Everybody is in a different place.”

He’s currently demonstrating the value of Market Leader Pro to his agents by helping them send out a monthly newsletter to their contacts.

“Our agents are so busy,” he explains. “We take care of marketing for them, sending out a monthly newsletter with Portland-area stats in the first article, and then two other valuable articles. This gives them more time to do the face-to-face work that is really going to pay off. That’s the best thing we’ve done in the past year and a half.”

Pro Helps Agents To Be Successful

In addition to using Market Leader to recruit potential agents to his brokerage, Keith is continually demonstrating the value of Market Leader Pro to agents already working on his team.

“It takes time to get agents involved,” Keith notes. “We love Pro, so we preach and teach it. For the folks who are using it, they’re having success with it, including the newer agents. They’re just getting started and really open to ideas about what works.”

Keith admits that they are still learning how to take full advantage of all that can be done in Market Leader Pro. “We’re still learning this ourselves,” he says. “I try to regularly attend the webinars that Market Leader offers, in addition to those offered by CENTURY 21 International Headquarters.”

His next goal in his agent recruitment program is to automate longer-term recruitment campaigns.

“I’d like to get in there and make a 12-month campaign that’s personalized from us,” he says. “We could incorporate links to CENTURY 21 tools, and include short videos.”

“We’re really excited about what we’re doing and where we’re going,” Keith says. “We’re going to keep doing what we’ve been doing, and increase it!”

Keith & Carol Wright
CENTURY 21 Wright & Assoc., Inc.
Beaverton, Oregon

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**Building on Their Success**

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