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Putting the YOU in Recruiting: A Step-by-Step Process for Attracting and Acquiring Talent

Yoselyn Hollow

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Putting the YOU in Recruiting: A Step-by-Step Process for Attracting and Acquiring Talent Yoselyn Hollow
Yoselyn Hollow explains how she became one of the most successful real estate recruiters in the nation, the systems she has developed for recruiting agents and her tips for broker/owners and recruiters interested in following her successful methods. Putting the YOU in Recruiting, shows you: -How to jump-start your recruiting efforts -Why your phone is your best friend -Who to target (it’s not who you think) -How a little “white lie” can help -A foolproof survey for staying in touch with prospects -How to get in-house referrals that matter -Ways to “warm up” a cold call -“Ten Days of Hell” and how to take advantage of them -Steps for your best-ever interview -When “No” is the right answer "It takes more than good business sense to survive changing times and Yoselyn’s enthusiasm and passion for what she does has an immeasurable impact on her business and her agents’ success. Yoselyn not only knows and understands the real estate industry, but she works hard to get to know the people in it. Any time a successful professional like Yoselyn divulges exactly how to take your business to the next level, it’s important to listen!" -- Nick Bailey - CRB, ABR, CDPE Vice President/Regional Director RE/MAX World Headquarters - Southwest Region "I’ve had the pleasure of working with Yoselyn for the past five years. During that time, she continued to impress me with the talent she recruited to her office. The fact that her office grew year after year is a tribute to her ability to identify and overcome objections thrown her way by the Associates she recruits. Yoselyn is a high-energy, competitive, and dynamic professional who exemplifies the platinum standard of recruiting top notch talent in the real estate industry. Her ability to understand the value of her office as well as that of the RE/MAX brand and communicate it to Associates is second-to-none. Yoselyn is a true asset not only to her office, but to that of the RE/MAX family. Job well done!" -- Scott Rohrig Senior Franchise Development Consultant RE/MAX Florida Region "When I travel and speak to real estate brokers I always recommend reading this book as Yoselyn has the most innovative and successful ideas on recruiting. We all are looking for that next great agent and Yoselyn makes it easy." -- Debbie Holloway (former RE/MAX broker/owner) Coaching Resources Tom Ferry Companies

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