

10 Ways to Attract Millennial Agents to Your Real Estate Brokerage or Team

There are many reasons for brokerages to be actively recruiting agents in their **20s and 30s**. For one, millennials represent **42 percent of all buyers** and comprise the fastest-growing segment in the home market. Many want to work with an agent who's closer to their age. And with an entire generation of agents retiring soon (aka baby boomers), brokerages will need to attract younger agents to replace them.

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What Millennials Really Want

We spoke to a number of successful brokers to get their insights into the mindset of millennials and their most successful methods for attracting this younger generation of agents.

1. Create a positive culture

This takes the biggest commitment to pull off, so we placed it first. Younger agents want to work in an environment where leaders role-model positive motivation rather than negative, punitive methods to encourage productivity. Millennials perform best when they're encouraged to do their best out of loyalty to their team and a commitment to helping others reach their goals. This is the hallmark of all great sports teams. No matter how big the challenge, positively motivated team members still believe they can win.

One of the side effects of this resilience is a fun, friendly work environment. But you can't create this culture with a ping pong table and matching T-shirts. Leadership must firmly embody these values and practices.

One broker who does this particularly well talks about having an "attitude of abundance," meaning a belief that winning business and generating revenue is inevitable. This faith in the team's performance is backed up by the broker committing significant resources to those initiatives the whole team embraces.

2. Build trust with transparency

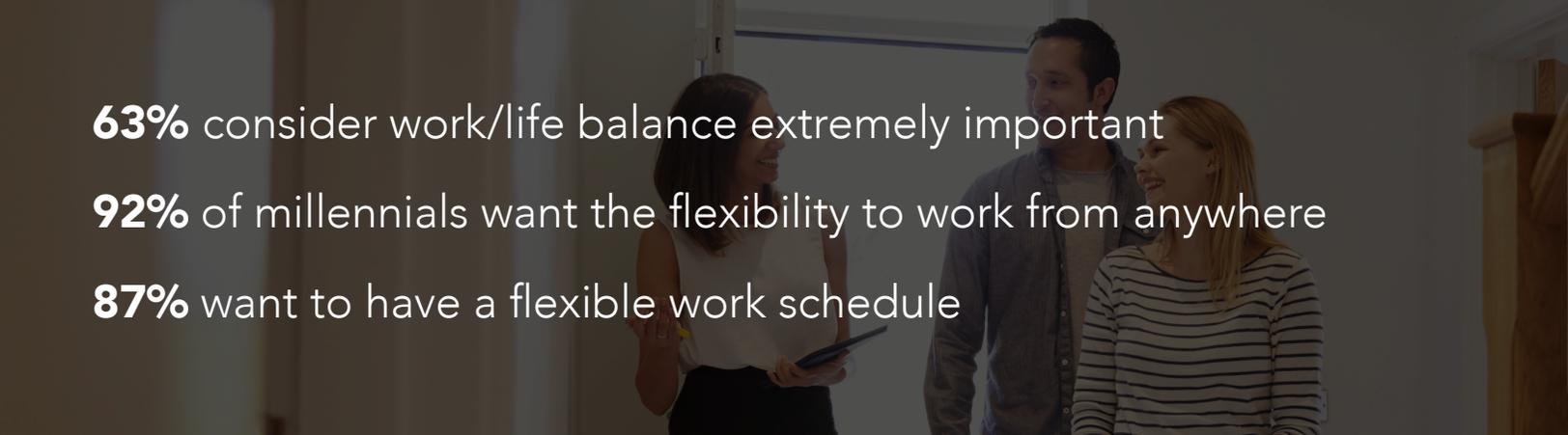
Be open with your agents about how your brokerage is doing. Share metrics and welcome honest feedback. At the same time, don't ignore the elephant in the room. Whether it's most appropriate to address lingering issues in a group setting or one-on-one, have the uncomfortable conversations that are sometimes required to hold a team member accountable. Likewise, encourage your agents to speak up about issues everybody's thinking about but doesn't want to raise.

3. Offer the technology they need

Having grown up with an emerging Internet, millennials are quite tech-savvy. They expect their workplace to have the digital tools and systems in place to work most efficiently because that's how they conduct their business transactions outside of work. In other words, if your local pizza takeout franchise offers their customers more sophisticated technology than your office, you have some work to do.

Millennials welcome learning a new proficiency if it's going to help them get their work done more efficiently.

Oh, and everything they need must be available on mobile. In the millennial mindset, there should be no reason to drive back to the office or even fire up a laptop just to get paperwork done.

A photograph of three people in a meeting. A woman on the left is holding a tablet and looking at a man in the center. A woman on the right is looking towards the man. They are in a professional setting with a whiteboard in the background.

63% consider work/life balance extremely important

92% of millennials want the flexibility to work from anywhere

87% want to have a flexible work schedule

4. Foster teamwork

Millennials often bear the branding as the first generation in which everyone on the sports team received a trophy. But that's not why they value teamwork. They know that on a real team nobody is dispensable. Everyone has a vital job to do.

Inexperienced members should receive mentoring, and every member should get ongoing training to do their job better. Projects should be collaborative with everyone's role clearly defined. Also, successes should be celebrated as a team, without the star or leader taking all the credit.

5. Offer autonomy

Part of owning your work is owning when and how you do it. While just about all agents are independent contractors, millennials especially dislike the feeling of being chained to a rigid schedule. In-person team meetings should be productive and not just serve as facetime. Because of their comfort with mobile tech, millennials don't need to be sitting in front of you to feel like they're a fully engaged part of the team.

6. Invest in their development

Younger agents are aware that they have much to learn. They also know that ongoing training is the hallmark of the most successful elite agents. To attract millennials, let them know you value them enough to train them.

Training can take the form of webinars, self-paced learning activities or meetings. Millennials want to learn new techniques for acquiring listings and servicing their clients. They want to stay up on the latest technology, and they want feedback from you so they can improve their skills. Millennial agents will stay with a broker who helps them grow professionally throughout their career.

7. Get involved in the community

Pick a philanthropic project for agents, and get involved. Millennials are interested in companies that give back to the community and are working toward a more meaningful goal than just making a buck. Getting involved in the community is also a great way to meet and interact with younger agents who might be a good fit for your firm.

One brokerage who does this very well encourages their agents to participate in 5Ks, charity events and spending time getting to know community members and officials. Not only does it help to attract other young agents looking to get involved in the community, but it helps the broker's team to become experts in their community and attracts clients. In support, the brokerage often features community events and services on its YouTube channel, which becomes a resource for clients who are interested in learning more about their new neighborhood.

8. Build personal relationships

Encourage your agents to get to know each other outside of work. A brokerage that hosts social events such as team dinners, outings and happy hours will gain an advantage when it comes to recruiting. Young agents want to get to know their co-workers in a more personal setting. And a team that gets along inside and outside of the office is likely to work better together.

9. Market yourself to millennials

This one seems so obvious, but you'd be surprised how many brokerages aren't doing it. If you want to attract millennials, you need to gear your recruitment marketing toward that audience.

First, be everywhere younger agents are going to see



Millennials spend up to **18 hours** a day consuming media

71% engage with social media daily

66% embrace brands on social media

you. This includes social media platforms like Instagram, Snapchat, YouTube and, to a lesser extent, Facebook. Another place to connect with millennials is through the Young Professionals Network (YPN), an association created to support young real estate agents as they enter the industry.

Your brokerage also needs to look like a place where younger agents would want to work. Your website should look like it was designed in the past year, and your social media posts should show you already have younger agents working for you. The appearance of your office is key. It should look up-to-date and fresh with open workspaces that foster communication and collaboration.

The final component is your marketing message. Don't just tell potential agents what you think they want to hear. Show them that you are focused on their generation and the culture they desire. Highlight other millennials in your office in industry news or industry conference panels, testimonials and videos. And be clear about what you stand for and what sets your company apart.

10. Walk the walk

Most importantly, set a positive role-model for all your employees by embodying these values. Run an office where millennials want to work.

Millennials are a highly motivated, well-educated generation who's willing to go the extra mile and work closely with colleagues. Meet their needs now, and they'll reward you in the future with a dedicated team who sticks by your side for years to come.



Leverage dotloop Business+ to attract top millennial talent.

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