

Recruiting Tomorrow's Top Agents

Article targeting brokers with ORHP's branding.

Recruiting Tomorrow's Top Agents

How do you spot potential? How do you identify tomorrow's top performers... today?

In a *REALTOR® Magazine* article, former Broker and National Speaker Mark Leader writes about a young man he hired who had zero sales experience. The candidate was new to the country, he was still learning the language, and three of Leader's colleagues gave him the "thumbs down." Leader, however, saw something special in him. He seemed exceptionally resilient, willing to try, fail, and rise again. Leader took a risk and hired the candidate, who proved to be a gold mine for the agency.

"Grit" is a term psychologists use to identify sustained effort in achieving long-term goals, and it may be at least as important as intelligence. Leader advocates the Silicon Valley maxim "fail fast" and "fail forward," trusting that failure is an essential ingredient to success in any dynamic industry.

REALTOR.org features a list of [over 80 articles, books, and videos](#) designed to help Brokers hire and retain the very best talent, including Mark Leader's full article: [One Piece of Recruitment Advice to Ignore](#).