

RECRUITING OPERATION MANUAL



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The Recruiting System

Bike Realty is growing every day because of our unique approach to recruiting. Each and every staff member (including you) is part of our recruiting team. Welcome to the team!

You earn cash for every new team member you introduce to Bike Realty.

The best part is it's so easy. All you have to do is tell people about all of the great reasons to join the Bike Realty Team.

Spread the Word

Everywhere you go and everybody you meet should know what you do. You are a Real Estate Professional and part of a winning team!

In the natural course of business and your daily life, you meet lots of people. Inevitably, many of those people will be in the real estate business or want to be in the real estate business.

This is your natural opportunity to earn cash and profit by introducing new sales associates to Bike Realty.

The Appointment Presentation

The appointment presentation is everything you do and say in an effort to make an appointment with your new potential team member.

The one and only purpose for the Appointment Presentation is to schedule an appointment.

Here are some things to say while recruiting:

“Oh, you're interested in becoming a Realtor. I work with the best real estate company in town. I get great commissions, great training, and room for growth within the company.”

“You're a Realtor too? I work with the best real estate company around. We get great commissions, great training, and room for growth.”

“Bike Realty isn't like the other brokerages, we use powerful systems to provide consistent results. ”

Get an appointment to show your new recruit the Bike Realty recruiting information located on the web and in this document.

The best place for the meeting is in your office, but anyplace quiet will do.

Remember to follow-up.

The Needs Analysis Presentation

The Needs Analysis Presentation is the first portion of the appointment. You need to ask questions in order to understand the needs and concerns of the new recruit. Consider the following questions, and be sure to listen to the answers:

- What are you most happy with at your real estate office? Listen...
- What would you say is missing in your office? Listen...
- What would you change? Listen...
- How are you getting acknowledged for all your efforts and results? Listen...
- Other than your commission, what other ways are you compensated? Listen...
- What opportunities for advancement are there with your current agency? Listen...
- What are your biggest concerns in choosing a real estate company? Listen...

The Recruiting Presentation

The Recruiting Presentation is your opportunity to show your new recruit all of the great aspects of joining the Bike Realty team. The purpose of the Recruiting Presentation is to recruit a new team member.

1. After carefully listening to the new recruit's needs and concerns, describe how Bike Realty addresses their concerns.
2. Use the material in this document and on BikeRealty.com to demonstrate all of the great benefits Bike Realty has to offer.
3. Offer to answer any questions or concerns.
4. Ask, "Now that I've shown you all of the great benefits of joining the Bike Realty team. are you ready to sign up today?"
5. Move on to formal documentation. Set up an appointment between you, your broker and your new recruit.

Occasionally, somebody will not be able to join the team today. Remember to follow up. Sometimes it takes a little time for the details and benefits to settle in.

Follow up periodically after giving the presentation. Things change and the new recruit may decide Bike Realty is the really best choice. Make sure you are the one who gets the credit. Call back after one week, 3 months, 6 months, 1 year, 2 years, etc.

Why Bike Realty is the Best Choice for You?

Systems

Bike Realty is a Systems Based Business Format Franchise. That means all of the activities, at every level, are based on systems rather than the judgment and skill of the management and employees.

The benefit of a business format franchise is that every aspect of Bike Realty's operation procedures are documented in operation manuals. These systems guarantee that every customer and employee has the same consistent level of service.

Take for example other business format franchises like McDonalds, Subway, Amscot, and Home Depot. Regardless whether or not you like these companies or their product, you can be certain to receive a uniform and consistent product. A BigMac in Anchorage taste exactly like a BigMac in Key West!

This business format is sometimes called a Turn-Key business. All of the systems are in place, all you have to do is turn the key.

Commission Split

Bike Realty offers three Commission Split Plans

1. Bike Realty offers an attractive 70% - 30% commission split, with no desk fees and no junk fees of any kind. You keep 70% of all commissions,.
 - The Associate earns 70% of each commission.
 - The Broker earns 20% of each commission.
 - The Remaining 10% is provided to the franchise for further distribution.
2. Bike Realty offers an attractive 90% - 10% commission split, with \$149 desk fees. You keep 90% of all commissions,.
 - The Associate earns 90% of each commission.
 - The Broker earns 10% of each commission.
 - You pay \$149 per month desk fee.
3. Bike Realty offers an attractive 100% - 0% commission split, with \$299 desk fee. You keep 100% of all commissions,.
 - The Associate earns 100% of each commission.
 - The Broker earns 0% of each commission.
 - You pay \$299 per month desk fee.

Marketing

Bike Realty understands that marketing is a major part of the real estate business. We offer unlimited use of the marketing library which contains all advertisements which have been used in the past.

Plus, we offer marketing mentoring. Each advertisement **MUST** be reviewed and approved by your broker, who shall provide valuable input and guidance to you.

Bike Realty offers our fully functional web page for use by you and your customers. For a small setup fee, you can have your own personal web page.

Flat Fee Listings

Bike Realty offers flat fee listings in order to provide you and your investors an inexpensive listing alternative. This service is available only to experienced sellers of real estate like you.

Growth Opportunity

Bike Realty offers our staff limitless opportunity to grow within the Bike Realty team.

You can start as a sales associate. If you choose to do so, you can move up to be a broker with your own team of associates and a Bike Realty Mini-Franchise. You can become the General Manager of a Bike Realty franchise, or even own and operate your very own Bike Realty Franchise location.

Brokerage Opportunity

Bike Realty offers Brokers the opportunity to have their own real estate brokerage, without the expense and hassle of opening your own office. We offer the new concept called the Mini-Franchise!

- With a Bike Realty Mini-Franchise you get all of the benefits of using a big name real estate franchise, without the huge expense.
- You get all of the benefits of working under a full-scale brokerage, yet have the freedom to run your own business.
- You get the benefits of being the broker, without the expense and hassle of setting up your own brokerage.
- You get to have your own real estate office, without paying rent, buying furniture, or hiring staff!
- Build your own sales team of associates and earn huge commissions.
- Build your future as part of a winning real estate sales team!
- Earn Profit Sharing dollars for everybody in your down stream! Plus earn a bonus points for recruiting new associates.

The Mini-Franchise Structure

Bike Realty franchises are owned by the franchise shareholders and managed by the General Manager, but does not typically have a qualifying broker or sales associates. The franchise provides infrastructure, support, marketing and more to the Broker Mini-Franchises.

Each Bike Realty franchise may have several Broker Mini-Franchises, each of which is an independently licensed broker, operating under the Bike Realty umbrella. You are the Qualifying Broker for your brokerage. You have your own sales team, state license, etc. Additionally, you get a Bike Realty licensing agreement, giving you the right to own and operate your very own Bike Realty Mini-Franchise.

Proactive Recruiting System

While sales associates may be satisfied with a slow growing downstream, the franchise and brokers should be eager to rapidly grow their teams. A typical Bike Realty office will support 3 or 4 brokers. A broker should be able to support 25 – 60 sales associates.

It is necessary for Bike Realty to be proactive in recruiting, which involves marketing and a constantly seeking out new associates. This activity is required of all Bike Realty brokers and the General Manager, but should be implemented using the office staff personnel.

Marketing Methods

Consider the following marketing methods for growing the team:

- Join networking groups, such as your local real estate investing club. Speak, put out flyers, invite people to join the team.
- Cold Call licensees. You can buy lists from various sources, or even extract telephone data from the ML database.
- E-mail licensees. You can buy lists from various sources, or extract e-mail data from the ML database.
- Direct Mail Licensees. You can download a free list of all real estate licensees from FREC. See: http://www.myflorida.com/dbpr/sto/file_download/download_files.shtml
- Vehicle Signs may include a recruiting message.
- Print Ads. Consider putting print ads in all of the local media. Newspapers, rags, community news letters, everywhere you can think of.
- Bandit Signs. Corex road signs can be used to recruit sales associates.
- Advertise with your local Realtor association.
- Utilize professional recruiters, including local firms, Monster.com Career Builder, Yahoo Hot Jobs, etc.
- Advertise in the help wanted section of the newspaper.
- Go to trade shows and other special events.
- Recruit outside of trade gatherings such as Realtor orientation, real estate classes, etc.

\$500 Finders Fee

Bike Realty offers a **\$500** finders fee to anybody who refers a sales associate or broker to Bike Realty!

A professional recruiter, a member of a local organization, even your Aunt Emma can earn **\$500** for referring a new sales team member to Bike Realty.

Encourage everybody you meet to send Realtors to Bike Realty. Make sure they know they will get paid.

Caveats

- The first \$250 paid immediately.
- \$250 Paid at first transaction.