



# TOP 10 INTERVIEW QUESTIONS — FOR — BROKERAGES

A REAL ESTATE EBOOK FROM



# TOP 10 INTERVIEW QUESTIONS FOR BROKERAGES

Your recruiting process is one of the most crucial aspects to the long-term success of your brokerage, but it can be challenging to know where to begin. We've broken down how to [establish a recruiting plan](#), but what if you're ready to take that next step and start talking to candidates? Interviewing candidates using thoughtful, structured questions will help you cut down on the noise and single out the top agents that you want on your team. In this ebook, we've outlined the top 10 interview questions to ask recruits and why they are important.



# WHY ASKING THE RIGHT QUESTIONS IS IMPORTANT

An agent's resume can tell you about their experience in the industry and reveals a general sense of what they prioritize professionally - but you won't know if an agent is a good fit for your team based on their credentials alone. Asking the right questions and engaging a candidate in thoughtful conversation will give you a better sense of who they are, what they value, and whether or not those values align with your brokerage's goals.



## What do well-planned interview questions do for you?

- Reveal the prospect's desired career trajectory
- Allow you to assess if the potential recruit is compatible with your brokerage's structure, culture, and overall goals
- Enable you to determine which of your candidates should move on to the next phase of the recruitment process

## Before deciding on which questions to ask in your first interview, keep the following key points in mind:

- It's best practice to tailor your questions to your interviewee (i.e., asking different questions of new agents vs. established agents)
- Allow the key attributes that you want in your next agent to guide the questions you ask
- Utilizing open-ended questions gives your candidates the chance to flesh out their thoughts completely and show their personalities more than closed-ended questions

With this information top of mind, let's dive into the top 10 questions to ask potential recruits.





# Are you getting along in your job as well as you'd like to be?

## PURPOSE OF QUESTION:

- This question is one of your first opportunities to identify the thread of discontent that may be causing the candidate to leave their current position.
  - This is particularly great to ask someone who you identified as a potential recruit through personal observation or agent referrals as you'll have a better understanding of what is or isn't working in their current situation.
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# In your opinion, when is a person successful?

## PURPOSE OF QUESTION:

- This open-ended question will help you identify what motivates your prospect.
- Look for someone who is money-motivated. Money-motivated individuals will generally reply with some financial component to define success - and they tend to thrive in the transaction-focused world of real estate.



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YOU CAN DREAM, CREATE, DESIGN, AND  
BUILD THE MOST WONDERFUL PLACE IN  
THE WORLD...BUT **IT REQUIRES PEOPLE  
TO MAKE THE DREAM A REALITY.**

”

- WALT DISNEY





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## What professional or personal goals have you set for yourself?

### **PURPOSE OF QUESTION:**

- This question helps you determine how goal-oriented the prospect is.
  - If the agent doesn't know where they're going or what they'd like to accomplish, do you want to be along for the ride?
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## What leadership roles have you had in the past or currently hold, either within your community or at work?

### **PURPOSE OF QUESTION:**

- This question reveals the candidate's connection to their community and the strength of their "Natural Market."
- When it comes to bringing on a successful recruit, you should look for an agent who doesn't shy away from leadership roles.

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What personal and career accomplishments are you most proud of?

**PURPOSE OF QUESTION:**

- You should look to hire winners – and winners keep score, so they should be able to answer this question easily!
- Always look for an agent with a good list of both personal and professional accomplishments. A candidate's past accomplishments are a great indicator of what they can do if they join your team.



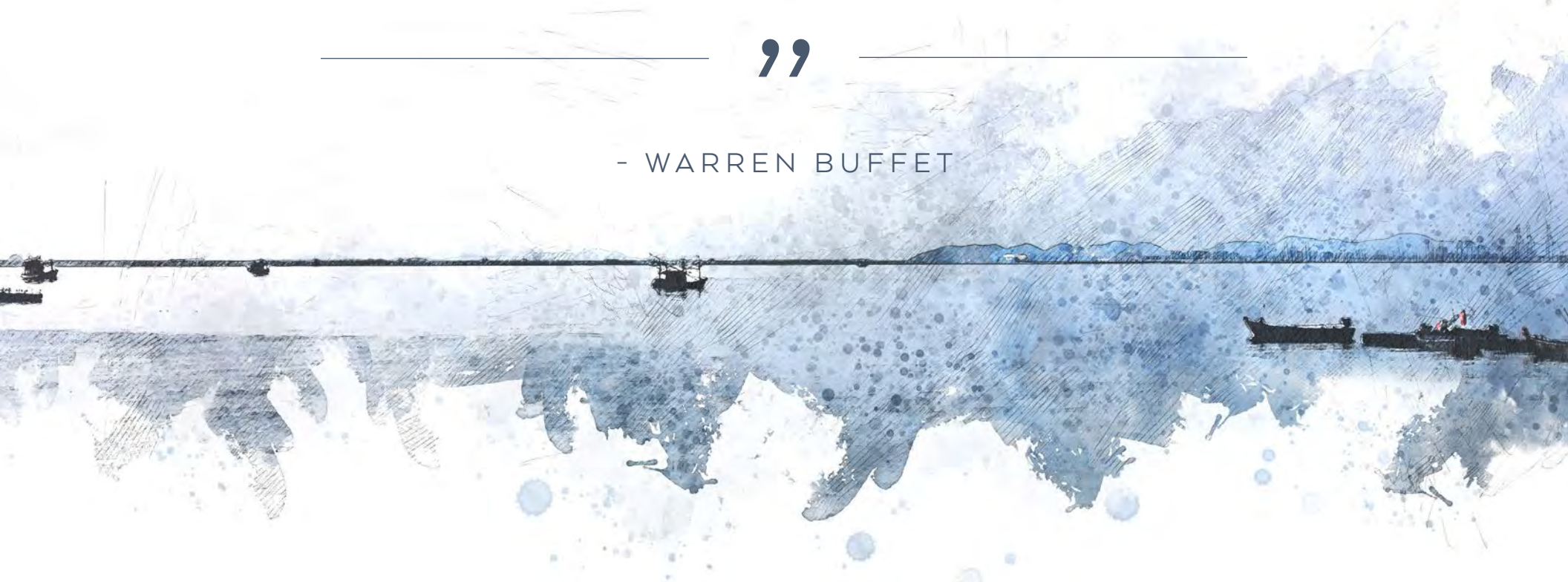


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SOMEBODY ONCE SAID THAT IN LOOKING FOR PEOPLE TO HIRE, YOU LOOK FOR THREE QUALITIES: **INTEGRITY, INTELLIGENCE**, AND **ENERGY**. AND IF YOU DON'T HAVE THE FIRST, THE OTHER TWO WILL KILL YOU.

”

- WARREN BUFFET





## Do you have any experience as an entrepreneur?

### PURPOSE OF QUESTION:

- Agents are business owners. You might assume that they know this fact coming into the business, but that isn't always the case.
  - Oftentimes, new agents are still operating from an employee mindset. It would be a mistake to expect them to put on their entrepreneur hat and succeed without coaching.
  - Candidates who understand that their career will require an investment of time, an abundance of adaptability, and consistent growth are more likely to be successful.
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## What is it about a sales position that's attractive to you?

### PURPOSE OF QUESTION:

- This question is crucial. After all, being a real estate agent means leaning into a sales-focused career. If a candidate cannot take pride in that, they will never be successful in this industry.
- Pay close attention to responses that are critical of sales in general. Comments denigrating this aspect of the business ("I'm not salesy, slick, or a used car salesperson!") are a big red flag indicating that this candidate will likely lead to a retention issue if they are hired.

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What major strength do you possess that would help you to succeed in selling properties?

## PURPOSE OF QUESTION:

- This question provides a great gauge of your prospect's confidence.
- Buyers and sellers often equate confidence with competence. If the agent is not confident in delivering information and sales techniques, their clients will doubt the recommendations they're receiving - so look for the candidate who can readily answer this query.





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**HIRING PEOPLE IS AN ART**, NOT A  
SCIENCE, AND RESUMES CAN'T TELL  
YOU WHETHER SOMEONE WILL FIT  
INTO A COMPANY'S CULTURE.

”

- HOWARD SCHULTZ, *Former CEO of Starbucks*





Tell me about a time when you had to convince people to do something that you felt needed doing.

**PURPOSE OF QUESTION:**

- This is one of the few behavior-based interview questions you should include in your recruiting process. It reveals how convincing your candidate can be and how they've utilized that skill in the past.
  - You are looking for someone who can influence buyers and sellers. If they can't move someone to make minor decisions, they'll struggle greatly in real estate as a whole.
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How much difficulty would you experience learning to work alone?

**PURPOSE OF QUESTION:**

- Real estate can be a lonely business. Brokerages create different systems to support their agents, but in the end, each individual drives their success or failure in the industry.
- If the agent needs to be in an office every day to hang out around the water cooler, real estate isn't the business for them.

# HOW CAN THE CE SHOP HELP YOUR BROKERAGE RECRUIT?

The CE Shop has spent years creating online real estate education that caters to all students. From mobile-friendly courses to world-class customer support to industry-leading pass rates, we have the resources your recruits and agents need to start their career and succeed in the industry.

Inclusive recruitment is important, and we have catered our curriculum to reflect that. To keep agents on the cutting edge of all things real estate, we update our educational offerings constantly, giving us the chance to offer courses that are more informative than those of brick-and-mortar schools and other online education providers.

Over 2,000 brokerages and affiliates partner with us because our education helps them better recruit and retain agents. In turn, this benefit has allowed our partners to generate more money than they spend while growing their enterprises for the long haul.

**If you would like to learn more about what our award-winning education can do for you, please reach out to your Account Manager or email [Sales@TheCEShop.com](mailto:Sales@TheCEShop.com).**





## ABOUT US

Founded in 2005, The CE Shop has become the leading provider of online real estate education through an encyclopedic knowledge of the real estate industry.

Our ever-expanding course catalog of Pre-Licensing, Exam Prep, Post-Licensing, and Continuing Education products are trusted throughout the industry and offer agents across the country the education they rely on.

With courses available in all 50 states and D.C., we're driven by a desire to constantly improve, both for ourselves and our students.