

# RECRUITMENT THAT WORKS

Attracting, Retaining, and  
Developing the Right Agents

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**Dan Stewart**

Founder & CEO of  
Happy Grasshopper

**ConnectWithDanStewart.com**



[HappyGrasshopper.com](http://HappyGrasshopper.com)

# RECRUITMENT

Use this worksheet to map out your vision, goals, and strategy. Review it weekly.

Name:

Date:

## VISION & GOALS

## EXISTING TECH STACK

## ASSETS & OFFERINGS

## PLANT YOUR FLAG

## CURRENT RESULTS

# of Agents:

Average Production:

## IDEAL RECRUIT

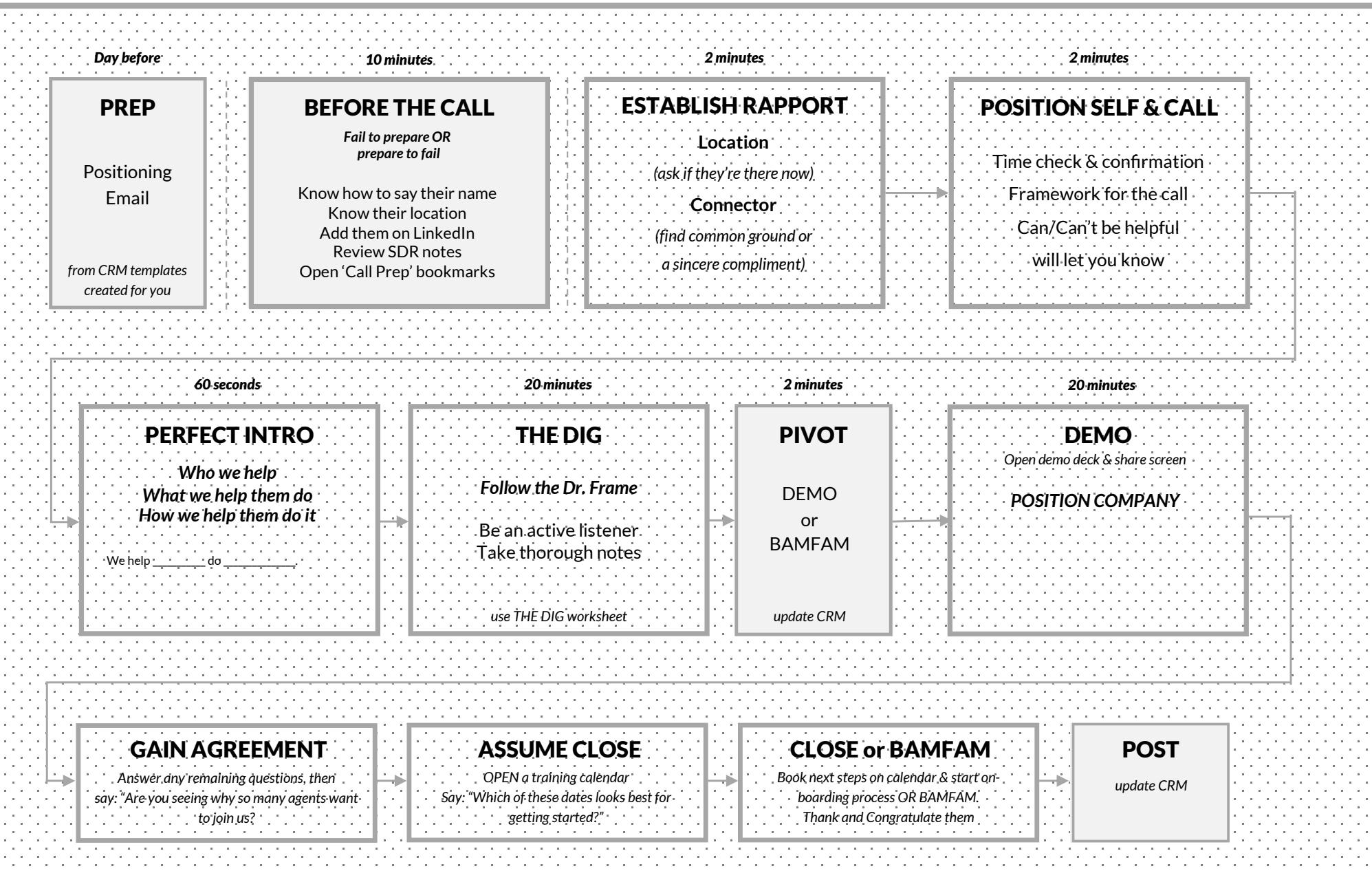
## TAM

# of Agents:

# who fit your criteria (or 20%):

Data source:

# SUCCESS PROCESS



# DIG WORKSHEET

Name:

Company:

Date/Time:

## PERFECT INTRO

Your Brokerage Name helps \_\_\_\_\_ do \_\_\_\_\_.

## What's business like now?

Buyers  Sellers AND  PC/SOI  Lead Gen  
Sides: # \_\_\_\_\_ GCI: \$ \_\_\_\_\_ GOALS: \_\_\_\_\_

## RESULTS

What's going on in the business that brings you on today? Why NOW?

What about you personally? Why is that important to you?

## REALITY

Where are you now? How are you solving that today?

Happy? What don't you like? Changes? Impact?

Describe in one word...

## ROADBLOCKS

What's holding you back? Why not keep tweaking?

What else have you tried? Happy with it?

What do you need from us?

How soon...? Consequence?

## STRETCH THE GAP

Let me make sure I have this right...

Today you're feeling... \_\_\_\_\_.

Because you're only at \_\_\_\_\_.

But you want to be at \_\_\_\_\_.

So you personally can \_\_\_\_\_.

Is that what I'm hearing?

## PAINS

In order to do that, we must...

#1.) \_\_\_\_\_.

#2.) \_\_\_\_\_.

#3.) \_\_\_\_\_.

## PIVOT

DEMO or BAMFAM

That way we can avoid... \_\_\_\_\_.

## CLOSE THE LOOP- Where from here?

# NOTES

# NOTES

# NOTES

# NOTES

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# Our Sincere Passion For Conversation

happygrasshopper®

## 01 We believe...

Everything we work to achieve in life is amplified by the relationships we build and maintain.

By consistently engaging others in conversation, we're able to unlock the magic of human connection.

Conversation is where we learn, fall in love, raise our children, negotiate contracts, and build our careers.

Happy Grasshopper® exists to connect your world in conversation.



## Core Values

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Every member of our company is sincerely committed to your success. Each of us will strive to exceed your expectations in a way that leaves you feeling surprised, delighted, and absolutely thrilled to be a member of Happy Grasshopper.



### Thoughtful

We deeply listen and strive to understand.



### Intentional

Actions guided by intentions create results.



### Tenacious

We tirelessly pursue the achievement of our goals.



### Consistent

Consistency equals professionalism.



### Positive

Opportunity is everywhere with the right mindset.



### Open-minded

We set aside our egos in the quest for victory.



### Honest

Transparency is critical to improvement.



### Dependable

Time-on-task over time achieves everything.