



5 Mistakes Agents Make that Ensure Failure with Their New Assistant

1. DOOMED TO FAIL BEFORE YOU BEGIN

Agents often fail before they even hire an assistant because they don't have clarity on the role. Without a clear job description and decision on what the most important part of the role is (the 20%), there cannot be certainty on WHO to hire.

Your first assistant often does a multitude of tasks. Ask yourself: Which one or two tasks are most important? Is it marketing, customer service, financials, transaction coordination, social media, database, and/or systems? Your one or two critical needs will help clarify both the skills and behavioral profile you're looking for in a candidate. Hire accordingly.

Agents also hire the wrong person for a variety of other reasons:

- They don't interview enough people.
- They listen to what the applicants "say" and don't dig into what they have "done".
- They aren't clear on their own mission, vision and values – and don't recruit to that profile.

2. POOR COMMUNICATION

Communication IS the relationship. Poor communication = Poor relationships. To resolve this:

- Set regular weekly meeting times – not only to work "in" the business, but to work "on" the business.
- Take time to learn DISC (a behavioral assessment), and make the effort to adjust your communication style to your assistant's style (instead of expecting them to do that for you).
- Learn how to have the important conversations. One-way communication and a "seagull" approach of swooping in, dropping stuff on them, and swooping back out, are surefire ways to fail.

3. DON'T CLARIFY EXPECTATIONS – OR EVEN KNOW WHAT THEY EXPECT

Do you have clarity on the standards for the assistant's role? What are they? How will you measure success? What do you expect? What should they expect from you?

Once you know that, make sure your assistant knows as well. Then set a weekly accountability meeting around those specific measures. (Examples: Post 5 times a week on Instagram, Add 10 people to our database weekly, Bring 6 personal referrals/year, Build an Operations Manual, Set up our database, Create a listing system so all listings are ready for the MLS 24 hours before the Seller wants it to go live.)

You also need to take time to inspect what you expect:

- Go back and check your assistant's work periodically.
- Continue to teach the "why" behind the "what" to ensure you are getting the results you want.
- Empower your assistant to hold YOU accountable to YOUR 20%.

4. THINK TRAINING IS COMPLETE IN A WEEK

We really can't blame you on this one. You've been swamped with work. That's why you hired an assistant in the first place. Now you have to take even more time out of your day to train someone. You don't really know where to start. You're not a systems person. You're not patient. And, after a week (or a month or whatever short timeframe) goes by, you just hope they "get" it because, by now, you've GOT to get back to your clients.

Your assistant totally picks up on this. They know how busy you are and HATE interrupting you. So, they guess. And they mess things up. And you're back to Square One.

The way to avoid this mistake is to leverage as much training as possible (so you can focus on the training that is particular to YOUR business) and to ensure that training is ongoing & regular. Sources to leverage include your vendors & providers. Many of them have video training libraries and on-site offerings. This might include your CRM, your electronic signature provider, your local Board of Realtors, your settlement/title companies, home inspectors, lenders and attorneys.

You can also get the weight of this monkey off your back by putting your assistant into classes and group coaching programs designed for assistants, supported by video training for reference. They will be much more comfortable asking questions in this environment.

5. LEAVING ASSISTANTS FEELING THEY ARE ON A DESERTED ISLAND

If you've hired well, you've likely hired someone you like (and not someone just like you).

Often, opposites attract because you balance and complement one another. This also means you are very different in behavioral profile and in roles. You

like – and are good at – different things. Your new assistant probably loves details and paperwork. We're betting you don't.

In order to thrive, your assistant needs a community of like-minded people to engage with and learn from – a human resource library. Most agents don't think about this, and their assistants end up feeling like they're alone on the Deserted Island of Misfits.

The solution is connecting them with a group of motivated, humble, successful assistants. You can find multiple groups like this:

- in classes designed for assistants.
- in group coaching programs for assistants.
- on Facebook.

Connected assistants are productive assistants.