

The 20-Minute Recruiting Operation

How one brokerage owner runs recruiting before the coffee gets cold



Twenty minutes a day, and 2,000 agents behind it

I have recruited more than 2,000 agents and built a \$5 billion real estate organization. Everything in this guide came out of doing that — not theory, and not a system somebody sold me.

Here is what I learned doing it that long: you already know who closed last week. You know who has been quiet too long. You know which agent on the other side of your last deal handled it well. None of that is written down anywhere — it is in your head, and it stays there because the day never opens up a slot for it.

So it does not happen. Not because you do not care about recruiting, but because there is no time on the calendar that is not already spoken for by the business you already have. The agents you would want to talk to hear from you never, or once a year at the conference.

What follows is what I do now, in my own brokerage, in about twenty minutes a day. Same judgment I used to recruit those 2,000 agents. The remembering is handed to a system.

What the 20 minutes actually consists of

Every weekday morning there's a list waiting. It's built overnight from closings in my market — MLS data, not guesswork — and it names the agents behind them. Each line is a suggested touch: congratulate this one, check in on that one, follow up on a call that promised something.

I read the list and I decide. Approve, skip, edit. The system drafted the message; I didn't write it from scratch, but I didn't let it send blind either. Once I've been through the list, the system sends what I approved.

That's the whole routine. Not a CRM I have to remember to open, not a task list that grows faster than I clear it. A short list, my judgment on each line, and then it's off my plate.

What the system does while I'm not looking

The morning list isn't the only thing running. Underneath it, the system is doing work I never see unless something needs my judgment.

It offers people in my resource library something useful on its own schedule. It catches conversations that have gone stale and nudges them before they go cold for good. It remembers when I told someone on a call I'd send them something, and it makes sure that actually happens.

None of that needed to be on this morning's list. It's handled, and it stays handled without me tracking it.

The list is capped — and that's the point

My list caps at 30 congratulations a day and 50 touches total. Not because the market only produces that many closings — it doesn't — but because a list that never ends is a list I stop opening.

The cap means I can actually finish it. Every morning, the list goes to zero. That's not a small thing. An endless queue trains you to ignore it; a list that ends trains you to show up for it, because showing up for it actually works.

Some things stay off the list entirely, on purpose. Birthdays, congratulating my own agents, and co-op congratulations — agents on the other side of my own deals — I still send myself, from my own phone. Those are personal, and I want them to stay that way.

Give before you ask

The core of the list is congratulating agents on their closings. Not a pitch, not a coffee ask — recognition of something they did. That's the give, and it comes before any ask ever does.

Not a pitch. Not a coffee ask. Just: I noticed.

Here's what that looks like in practice: an agent across town closes a deal. My system sees it in the MLS data the same day. The next morning, a congratulations is on my list, already drafted, referencing the actual property. I approve it, it sends. That agent gets a specific, timely note from a brokerage owner they may have never spoken to — and it cost me one glance and one tap.

Multiply that by every closing in the market, every week, and you have a brokerage owner who's known for noticing good work before he's ever asked anyone to move. The ask, when it comes, lands on ground that's already been prepared.

What it looks like after ninety days

The list keeps running the same way on day ninety as it did on day one — that's the point, it's not supposed to change. What changes is the ground under it.

Agents you've never called have gotten multiple specific, well-timed notes from you. Conversations that would have gone stale got a nudge before they died. Nothing you promised on a call slipped through. And every morning, still, it's twenty minutes over coffee, not a project you're behind on.

The system doesn't decide who joins your brokerage. It makes sure the agents worth talking to have heard from you, consistently, before you ever ask them to.

Where does your own operation stand?

This is the system running under my own brokerage, not a pitch deck. If you want to see where your own recruiting operation stands against it, I built a short, free assessment: rosteros.io/teardown.html.

Eight questions, about three minutes, and it's arithmetic on your own answers — you can check any of it.