

Mandatory Qualities Of The New Office Manager

by

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Well, the fun has been over for a while now. CEOs and company owners are starting to look at their leadership teams differently. The "deal doctor" and the "reactor" manager just are not getting it done anymore. Actually, they just can't be tolerated anymore. A number of large companies have filed chapter 11 or 13 or just closed shop. Why? The lack of leadership and focus on what is most important at the branch manager level are the reasons.

Recruit, retain and train. Recruit, retain and train. Say it over and over again. Branch managers who are not focused on these three principles will be the cause for real estate brokers closing offices around the country – if they have not done this already.

I have worked with top brokerage firms all over the country. Those brokers who have let me help have created an incredible turn around in recruiting. One firm managed to recruit almost 100 agents away from another leading company in their area in just one year.

No longer is it acceptable for a branch manager NOT to do the following:

- Spend the majority of their time recruiting.
- Be a top performance coach to their top producers.
- Align company initiatives with company policies.
- Be in control of their top producers, instead of their top producers holding them hostage.

By the way, branch managers, YOU ARE THE MORTGAGE COMPANY, and this is not optional either!

This is a call to arms to General Managers and CEOs. Start holding your managers accountable or you might be the next cost cut.

Rich Casto is Founder of Rich Casto & Company, The Real Estate Coaches, The Leading Management and Recruiting Solutions Experts. © 2008, Rich Casto. All rights reserved.