

## A BROKERMETRICS® SUCCESS STORY

# How Keller Williams North Florida consistently recruits top-performing real estate agents

# 38

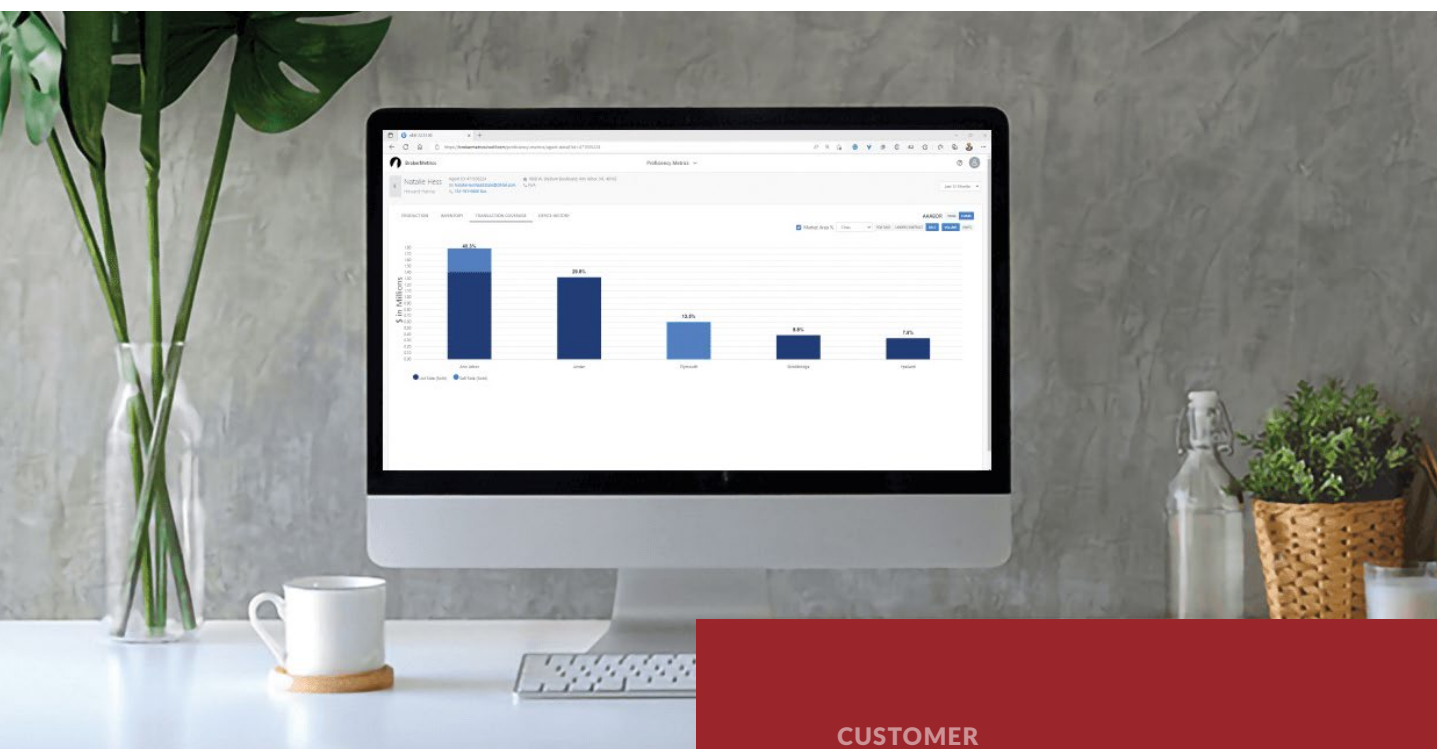
market centers  
throughout North  
Florida region

# 100

real estate agents  
to be recruited  
annually

# 100%

visibility into  
recruiting strategies



### CUSTOMER

Keller Williams

### AGENT COUNT

200,000 globally

### ANNUAL SALES

\$532 billion

### ABOUT

Keller Williams is a recognized leader in the real estate industry, and has built a reputation for championing the value of technology in real estate—both for agents and their customers.



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TECHNOLOGIES

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## THE CUSTOMER

# Keller Williams

As a global leader in the real estate industry, Keller Williams knows that in order to succeed, you need the right people—and those people need the right technology. After all, a tech-enabled agent has an edge in their customer service, and can go above and beyond expectations. But it isn't just agents who can benefit from this focus on technology in the industry.

## THE PROBLEM

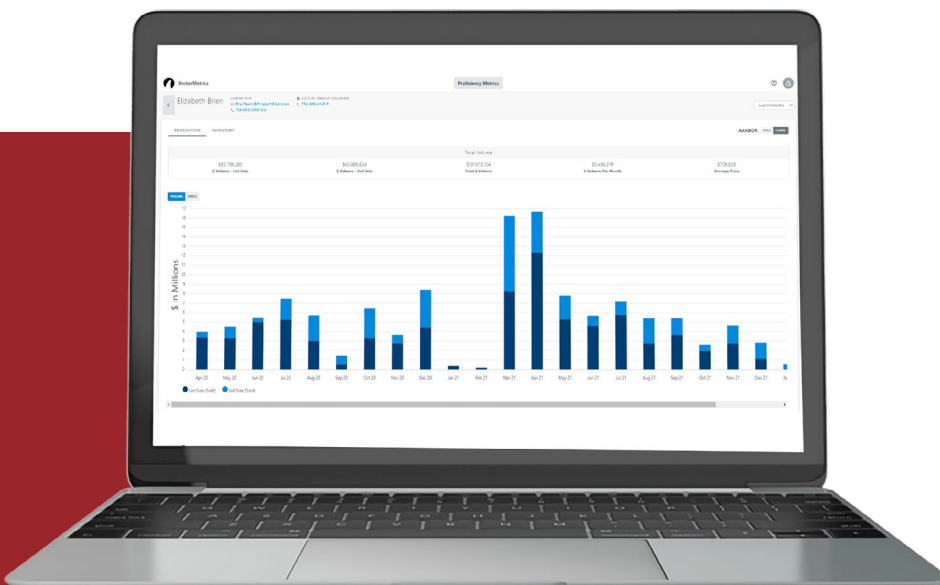
For any brokerage, no matter the size, recruiting is essential. You need real estate agents to bring in and manage the volume of clientele. But what's more important than recruiting is recruiting well. As much as a brokerage needs to be able to showcase its value to a potential agent, it also needs to be able to assess the agent's potential value to the brokerage itself.

But that information isn't easy to access. Even when a brokerage can track down details like production level, movement history, and location from the MLS, it often comes in a raw form that can be difficult to interpret—especially if recruiting needs to happen quickly.



I was using BrokerMetrics in my region to do my recruiting and build my region out. I taught my team, my market centers, how to use it; I got them to use it because then I can help them recruit.

**Georgia Alpizar**  
Regional Director, Keller Williams



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## THE SOLUTION

# Using technology to unlock informed recruiting

With decades of experience spanning multiple sides of the industry, Georgia Alpizar knows what it takes to succeed in real estate. When Alpizar first joined Keller Williams in 1999, she focused on the growth Keller Williams wanted to achieve, and brought a recruiting ace to the table. That allowed her to quickly build a team of over 300 agents—and following a promotion to regional director for North Florida, Alpizar extended her method to every market center and team leader to help reach recruiting targets.

That secret was BrokerMetrics.

“I was using it in my region to do my recruiting and build my region out,” Alpizar explained. “I was the one who brought BrokerMetrics at the time to Keller Williams.”

Through her own in-depth training program, Alpizar managed to get every team leader in the region on board with BrokerMetrics. Each office has an account that integrates into Command, the main dashboard for Keller Williams brokerages—and Alpizar has visibility into everything.

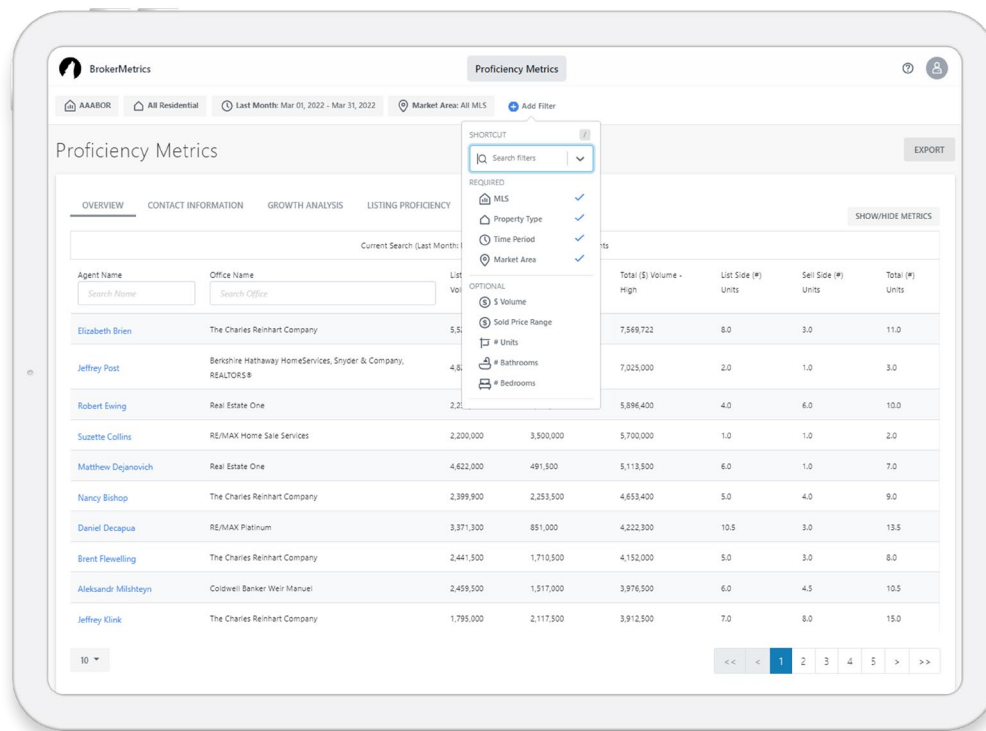
With the information in BrokerMetrics, Alpizar and team leaders can see key details about any potential recruit, including production history, location, and movement. This allows them to determine whether an agent is a good fit for the brokerage before going through steps for recruiting that agent—a major time-saver when recruiting goals can sit close to 100 agents per year.

“BrokerMetrics gives us where the agent’s located, their history of movement, and their production set to help us consult with the agent and help us in recruiting. Basically, it gives us a lead.”

**Georgia Alpizar**  
Regional Director, Keller Williams



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With BrokerMetrics throughout the North Florida region, Alpizar and the team leaders have been able to identify key information to help them make recruiting decisions—including market share, top-producing agents, and where production happens. This way, they can make sure they’re bringing in the right people at the right times. It also helps Alpizar ensure that recruiting targets are being met, and determine whether goals need to change as agent counts within market centers do.

“The greatest benefit has been using BrokerMetrics as a recruiting tool and being able to pull down the data on individual agents; being able to see their history of production, the information of where they are.

**Georgia Alpizar**  
Regional Director, Keller Williams



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