



Contests create an engaging workplace. They allow agents to build relationships with each other and your management team. Agents report their progress to you, opening doors to better communication and mentorship opportunities. Furthermore, contests are a fun way to apply new skills and foster the competitive spirit that gives your agents a competitive edge. The following tips and suggestions help you get the greatest return from your contests.

## Customize Contests for Your Team

Consider the unique personalities that make up your agent roster. What motivates your team to deliver their best? Consider how you can incorporate appropriate motivators into your competitions.

- Extrinsic motivators: External rewards such as financial incentives and prizes.
- Intrinsic motivators: Feelings of personal accomplishment such as mastering a skill, serving others, achieving a goal, growth, or belonging.

## Measure Your Success

Evaluate your contest's ROI and share relevant results with your agents.

- Track KPIs (Key Performance Indicators) for the office as well as individual agents:
  - Listings Taken
  - Under Contract
  - Solds
  - Commission Average
  - Sales Volume
- Collect feedback and tell your agents what changes you make to show you value their input. Surveys can be informal or written. Google Forms is an easy and free way to create online surveys. Question ideas include:
  - Why/why not did you participate? (open-ended)
  - Did you enjoy the contest? (yes, no, NA)
  - Would you participate in another contest? (yes, no, maybe, NA)
  - What was your greatest contest accomplishment? (open-ended)
  - Do you have suggestions for future contests? (open-ended)

## Important Considerations

- Determine the contest's purpose and how it aligns with your company objectives.
- Identify the behaviors required to drive results and be prepared to offer support.
- Consider what motivates your agents and choose tasks and prizes accordingly.
- Determine the ideal contest length. Good habits take 30 days to take hold, so consider 4 to 6 weeks. Contests that are too long result in participants losing interest.
- Your enthusiasm is contagious. Leveraging a theme through décor, music, or even costumes builds excitement and engagement.

## Beyond the Contest

- Use data collected from agent KPIs and survey results to mentor your agents. Have a one-on-one meeting with each agent following the contest to:
  - Identify areas for improvement and offer tools and support.
  - Understand motivators and use this information to inspire success.
- Show your agents how fun and rewarding it is to be part of your team: share contest photos and updates in company publications, social media, meetings, breakrooms, etc.
- Use documentation of your engaging office competitions in your recruiting presentation to showcase your unique company culture.