

HOW TO BUILD A RECRUITING PAGE THAT ATTRACTS TOP AGENTS: A STEP-BY-STEP GUIDE

Introduction:

Why Every Team Needs a Recruiting Page

Your Sierra website isn't just for buyers and sellers. It's also your best tool to attract ambitious agents to your team. This guide will walk you through how to build a high-converting recruiting page on your Sierra site - step by step.

Whether you're growing a mega team or adding your first few agents, a well-built page helps you:

- Position your team as the right place to grow a real estate career
- Save time by pre-answering common questions
- Capture leads from quality agent candidates

Let's dive in.

1

Start With a Strong, Aspirational Headline

Your headline is the first thing visitors see. It should speak directly to what agents want: growth, opportunity and support.

Examples:

- "Grow Your Career With One of the Fastest Growing Teams in [Your Market]"
- "Join a Team That Invests in Your Success"
- "Looking for More Than Just a Brokerage? You Belong Here"

Pro Tip: Keep it short and benefit-driven. Place it at the top of the page with a clean hero image or background video.

2

Share Your Mission and Culture

This is where you show your heart. Explain why your team exists and what makes you different. Keep it short, personal and authentic.

Example:

- At [Your Team Name], we believe agents should be supported like entrepreneurs. Our mission is to create a culture where agents thrive, collaborate and build lasting careers.

Optional: Include a short welcome video or group photo of your team.

3

Highlight Key Benefits (Bulleted List Format)

Top agents are busy. Make it easy to see what you offer.

What You Might Include:

- Daily, high-quality leads
- 1-on-1 coaching & mentorship
- Admin & contract support
- In-house marketing team
- CRM & tech stack provided
- Team culture that feels like family

Optional Section: "What We Look For in an Agent"

4

Add Testimonials or Agent Videos

Social proof matters. Include 1–2 testimonials from agents already on your team. Ideally, use video - but written quotes with names and photos also work.

Prompt Questions for Your Agents:

- Why did you join the team?
- What surprised you most about working here?
- How has your business grown since joining?

5

Include a Clear CTA (Call to Action)

Make sure there's a clear, easy way for interested agents to get in touch with your team. The primary method should be your website's Contact Us form, which captures key details like name, email and phone. While you can include additional CTAs - such as offering a confidential phone call or sharing a video tour of your team - these should support, not replace, the Contact Us form.

Place CTAs near the top and bottom of the page to ensure visibility and make it easy for prospects to take the next step.

6

Handle Objections With a Simple FAQ Section

Address common questions before they're asked.

Examples:

Q: Do I need to be full time?

A: We welcome both full-time and part-time agents ready to grow.

Q: How are leads distributed?

A: We use a fair and performance-based system - you'll never wonder where the next one is coming from.

7

Build the Page Using Sierra's Tools

You can build this page using the Custom Page builder in your Sierra backend. Here's how:

- Go to your Sierra CRM > Content > Content Pages > + Create New Page
- Select Page Type: "General" and
- Start adding each section from this guide utilizing any or multiple of Sierra's 15 page widgets

Pro Tips to make your page really stand out:

- Supercharge your SEO → Add meta tags, meta description and meta keywords when setting up your new page
- Get personal → Use team photos and video links from YouTube or Vimeo
- Make it easy for prospects to contact you → Add a Contact Form above the fold

Bonus: Copy-Paste Templates

Headline Ideas:

- "You Deserve a Brokerage That Invests in You"
- "We Help Agents Succeed With Systems, Support & Leads"

Bullet Point Starter:

- Leads delivered to your inbox daily
- Admin team handles contracts
- Weekly coaching & goal setting

Agent Testimonial Format:

- "Since joining [Team Name], I've doubled my income and finally feel supported every step of the way."
- [Agent Name], [Years in the Business]

Final Checklist

Before you publish your recruiting page, make sure you:

- Included an FAQ section to address common objections
 - Embedded a contact form above the fold (this acts as a driving CTA)
 - Used skimmable formatting (bullets, headlines, short paragraphs)
 - Verified that all links, videos and forms work properly
-

Want More Help?

The Sierra Success Team is here to help you bring your recruiting page to life. Contact Support or your Client Success Manager to schedule a walkthrough.

Looking for inspiration?

Check out these Sierra sites for some examples:

- <https://www.legacyrealestateteam.com/join-our-team/>
- <https://www.carolinacollectiverealty.com/about/careers/>
- <https://www.cornerstonemi.com/join-our-team/>
- <https://www.foxessellfaster.com/about/join-the-fox-homes-team/>