



Agent Interview Guide

EAGLE NEXUS REAL ESTATE GROUP · TIER PLACEMENT FRAMEWORK

RECRUITER REFERENCE

INTERNAL USE ONLY

TIER SIGNALS:

P — Pathfinder

AP — Agent Partner

T — Trailblazer

PP — Platform Partner

PT — Platform Team

LP — Legacy Partner

1 Background & Experience

ESTABLISH BASELINE PRODUCTION AND HISTORY

Tell me about your real estate career so far — how long have you been licensed, and where have you been hanging your license?

LISTEN FOR

P

New or <2 years experience

P AP

3–5 years, building a pipeline

AP PP

Established agent, strong track record

T

Active agent wanting more structure and leads

PT

Has their own team already

How many buy/sale transactions did you close in the last 12 months? And the 12 months before that?

LISTEN FOR

P

0–9 units / inconsistent — Pathfinder (fewer than 10 units in prior 12 months)

T

Wants more volume, needs leads — open to structure

AP

10+ units, self-generated, consistent pipeline

PP

20+ units across prior 2 years, fully independent

PT

Team producing combined volume

What does your current split look like, and what's prompting you to look at something different?

LISTEN FOR

AP PP

Wants better split, self-generates

PP LP

Wants max autonomy + best economics

T

Wants leads more than a better split

P

Wants support, training, and transaction guidance

Where do your deals come from today? Walk me through how you generate business.

LISTEN FOR

P

Sphere only, no real system yet

AP

Strong sphere + referrals, consistent and self-directed

PP LP

Mature database, diverse sources, no external dependence

T

Relies on leads from brokerage or team — open to this model

If I told you we could provide a consistent flow of company-generated leads — how important is that to you vs. building your own pipeline?

This is the most direct Trailblazer vs. everything else question. An agent who lights up at company leads is a Trailblazer candidate. An agent who wants to own their pipeline is Agent Partner, Platform Partner, or above.

LISTEN FOR

T

"That's exactly what I need"

AP

"I prefer to build my own"

PP LP

"I have my own system, don't need leads"

P

"I'm still figuring out lead gen"

How many hours a week do you currently spend on prospecting and lead follow-up?

LISTEN FOR

T

Low hours — wants a system that drives volume with accountability

AP

Moderate — disciplined but self-directed

PP LP

High — already in a groove, no oversight needed

P

Very low — still developing habits, needs structure

How would you describe your ideal work environment — do you thrive with structure and accountability, or do you do your best work when you set your own pace?

LISTEN FOR

T

Wants structure, accountability, coaching — high touch

AP

Light accountability, mostly independent, values team culture

PP LP

Fully autonomous, no team oversight needed

P

Flexible — still building habits, part-time or dual-career

PT

Leads a team, wants infrastructure not management

Are you currently a solo agent, or do you have a team? If you have a team, how many agents are with you?

LISTEN FOR

PT

Has 2+ agents working under them — Platform Team is the fit

PP

Solo, fully independent — exploring Pod Leader or Platform Team path

P AP T

Solo, wants to stay that way for now

How important is it to be part of a team culture — attending meetings, contributing to agent development, being around other agents?

LISTEN FOR

T

Very important — wants community, required meetings are fine

AP

Somewhat — wants coaching but flexibility on meetings

PP PT LP

Not important — prefers full independence

P

Open to it — new and building relationships

Where do you want to be production-wise 12 months from now? What does success look like for you?

LISTEN FOR

T

Aggressive growth, needs help getting there — wants the machine

AP

Steady, sustainable growth — 10+ units on their own terms

PP LP

Maintain or grow independently, wants best economics

P

Still figuring it out, wants guidance — first 5 transactions focus

PT

Scale their team's combined production under Eagle Nexus brand

Are you a full-time agent, or do you balance real estate with other professional commitments?

Dual-career agents almost always fit Pathfinder. Flexibility is the key selling point — no meeting requirement, no production pressure beyond the first 5 transactions annually.

LISTEN FOR

P

Part-time / dual career — Pathfinder's flexibility is the sell

T AP

Full-time, wants to maximize volume

PP LP

Full-time, fully self-directed

What does your ideal brokerage relationship look like — what would make you feel fully supported?

LISTEN FOR

T

Coaching, leads, accountability check-ins, TC on every deal

AP

Brand, tools, coaching — light touch, TC included

PP

Brand + technology, hands off — manages own transactions

PT

Infrastructure for their team, not oversight — own P&L

P

Training, TC support, deal guidance on every transaction

TC Included: Pathfinder, Agent Partner, Trailblazer — in-house TC on every buy/sale closing (\$450 value per transaction).

TC Not Included: Platform Partner, Platform Team, Legacy Partner — agent manages their own transactions.

For a team-track agent closing 10 deals/year, TC inclusion = \$4,500 in annual savings. This is a powerful close.

Do you currently use a transaction coordinator, and if so, are you paying for that out of pocket?

LISTEN FOR

P AP T

Pays for TC out of pocket — the inclusion is a real dollar value, highlight this

P

Doesn't know what a TC does — explain the relief this provides

PP PT LP

Handles own TC — comfortable, platform track is the right fit

What tools are you currently using for your CRM, marketing, and listings — and what's working or not working?

LISTEN FOR

P T

No real system — Digital Doorway CRM fills a big gap

AP

Has tools but scattered — wants one platform with brand

PP

Has a system but wants better branding and Listing Lab Pro access

PT

Wants Digital Doorway CRM for team + Listing Lab Pro for all agents

LP

Has their own stack — wants brand access and best economics



Closing Signal Summary — What You Should Know by the End

Pathfinder **P**

New, part-time, or dual-career agent. Needs flexibility, TC support, and transaction guidance on every deal. **No minimum production pressure beyond First 5 Transactions Annually.** No required meetings. Wants to grow at their own pace. Eligible to move to Agent Partner after 5 closings.

Agent Partner **AP**

Established, self-generating agent. Wants coaching and brand without lead dependency. **Minimum 10 buy/sale transactions in the last 12 months.** TC included on every closing. Values team culture. Annual tier review 30 days prior to start date anniversary.

Trailblazer **T**

Full-time, motivated, wants company leads. Willing to commit to weekly meetings, daily calling hours, and 1 closing/month after 90-day ramp-up. TC included. Caps at 20 buy/sale units. Wants the full team behind them.

Platform Partner **PP**

Proven veteran. **20+ units in prior 2 years to qualify and remain qualified.** Wants max autonomy, 80/20 split, no TC or leads needed. Fully independent. Annual tier review 30 days prior to start date anniversary. Can explore Pod Leader or Platform Team path.

Platform Team **PT**

Has their own team. Wants Eagle Nexus brand and infrastructure without being managed. **Leader 80/20 (\$18K cap) · Agent 90/10 (\$9K cap)** — individually tracked. Team responsible for own P&L. Must have 20 units in prior 2 years to remain qualified.

Legacy Partner **LP**

Internal only — not a recruiting conversation. 5+ continuous years with Eagle Nexus, 10+ closings/year. Earned status. 90/10 split, \$9K cap. Annual review 30 days prior to start date anniversary. Revert to Platform Partner if below 10 units.