



# spectrum assessments

*Experts in Human Effectiveness and Talent Measurement*

## ***Compare Yourself to the Benchmark of the Best Real Estate Sales Performers***

A recent study we conducted at Howard Hanna Real Estate Services identified specifically what it takes to be a top performing Real Estate Agent. Our system will equip your organization with the same tools to implement immediately to elevate sales and increase profits.

Our exclusive advanced technology isolates the most effective Behaviors, Motivators and Soft Skills to provide the most productive sales team possible for your agency.

### ***What We Identified About Top Performers***

#### ***Top Soft Skills:***

1. Planning and Organizing
2. Conceptual Thinking
3. Resiliency
4. Continuous Learning
5. Self-management
6. Teamwork
7. Concentration
8. Goal Achievement
9. Flexibility
10. Results Orientation
11. Personal Accountability
12. Practical Problem Solving Ability

#### ***Top 3 Motivators:***

1. **Return on Investment:**  
*Preference—Making Money*
2. **Leadership:**  
*Preference—Being the best*
3. **Peace and Harmony:**  
*Preference—Balanced work life*

#### ***Natural Style:***

High Dominance and Influence

#### ***Top Behaviors:***

1. Competitive
2. Interacting with People
3. Focused on People's Needs
4. Sense of Urgency

Our identifiers work for your existing and prospective team members.

**Contact Spectrum Assessments** now at [dflynn@spectrumassessments.com](mailto:dflynn@spectrumassessments.com) to create the very best Real Estate Agents!  
**602.578.5497**

*We conducted the above benchmark to identify what makes a top performer at Howard Hanna Real Estate Services.*

