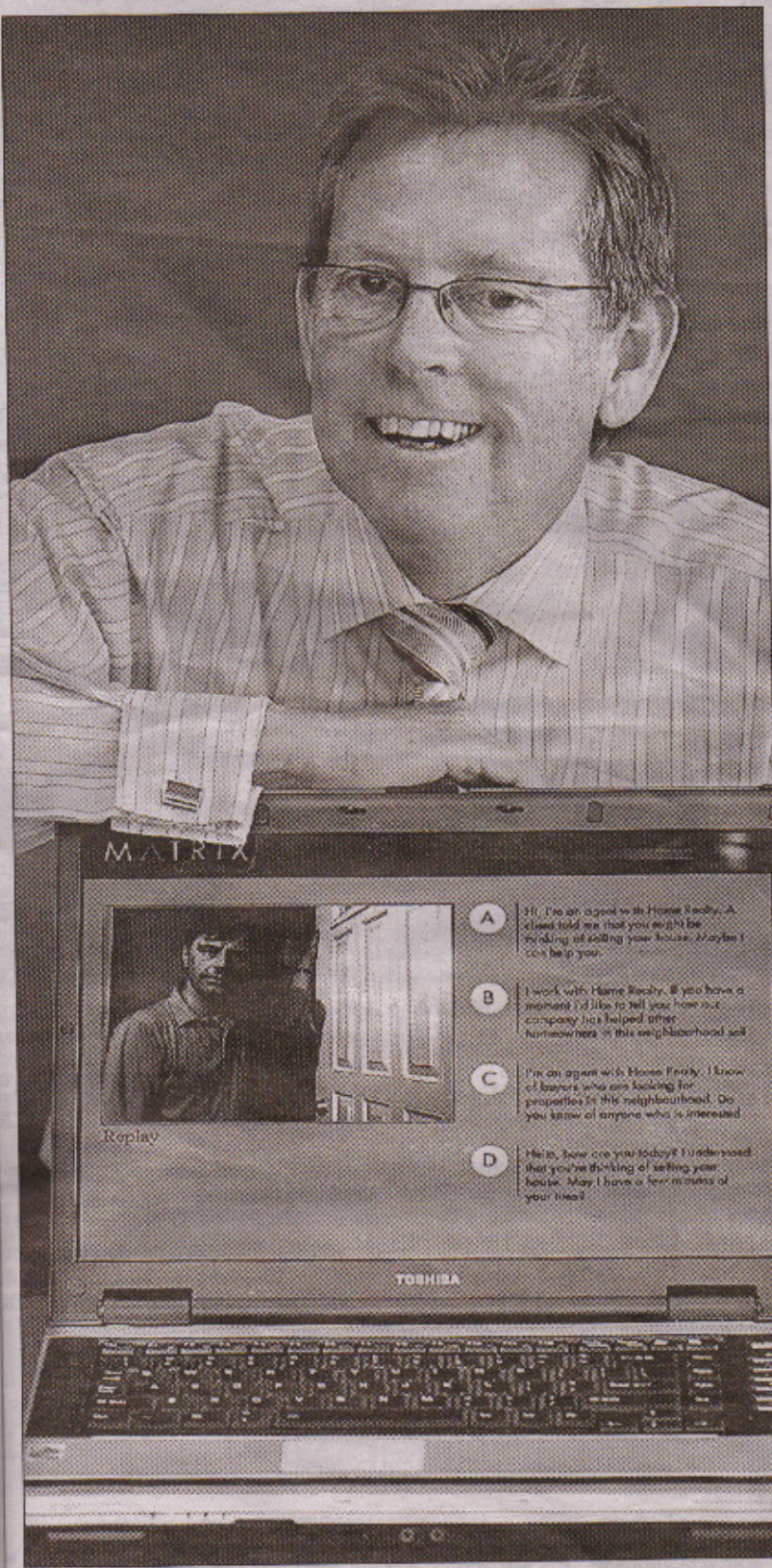


# Simulator helping to determine the best



## RUSSELL EMMERSON

**SOMEONE** moving interstate in a week but not yet willing to sell their house?

A potential client wanting a bright home away from high-way noise but doesn't want to pay market price?

These real estate horror stories are a testing ground for potential recruits, Matrix Simulators director Gary Beesley said.

"During my 20 years in real estate... I have been searching for a way of more effectively recruiting real estate sales people," he said.

"It is one of the bigger problem areas in the industry: finding people with the right skills and personal characteristics to be successful in the role. The majority of people don't understand how different real estate can be.

"They think it is driving a BMW, mobile phones and showing people through at an open inspection. The reality is people have to generate their own stock to sell."

In addition, candidates have to administer the sales process and its legalities and "to be able to bring it all together is not easy".

Pre-testing the aptitude of candidates may offer real estate principals a chance of combating a dropout rate in excess of 60 per cent, Mr Beesley said.

Matrix Simulators has the

Australasian distribution rights for the Matrix Simulator, a web-based program that assesses the selling, cognitive and personal attributes of candidates.

The video-based component shows clients discussing their housing needs.

Candidates are asked to respond to multiple-choice questions and can tell a person to be realistic, or even suggest sitting down to work out the client's needs.

The one-hour simulator has been used in the U.S. since 1995 and is now being used for online employment advertisements in Australia, Mr Beesley said.

"The candidates you are seeking are online right now, and they are the type of people who need to be brought into the industry for its own long-term viability," he said. "We talk about the cost of failure, it is huge.

"To take on a new sales person, train them for 12 months, by the time you have trained them and... all the assorted costs... that can work out between \$20,000 and \$50,000."

The next step is to take the simulator beyond real estate.

It is now used by principals with five national groups including Century 21 and 1st National and also by five New Zealand clients - and into car sales and call centres, Mr Beesley said.

**IN THE ETHER:** Gary Beesley showing the real estate sales simulator... "the candidates you are seeking are online right now".