

Welcome to CRE-Library

Welcome to **Candidate Real Estate Library**, also known as **CRE-Library.com**. This platform was created to help bridge the gap between real estate education and real estate employment.

Most new agents receive a license, but they do not always receive a clear career path. Many brokerage firms, property management companies, apartment locator companies, and commercial real estate firms need motivated people, but they often do not have enough time to train every candidate from zero.

CRE-Library is designed to help solve that problem.

For recruiters, CRE-Library is more than a job board. It is a recruiting, training, screening, and candidate-development platform. It allows recruiters to connect with people who are actively learning about real estate careers, completing specialized training, joining career groups, building member profiles, and exploring real estate employment opportunities.

The goal of this guide is to help you use CRE-Library today and prepare you for how the platform may expand in the future. All features may or may not be available at this time.

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1. What CRE-Library Is

CRE-Library is a career-development and recruiting platform for aspiring and active real estate professionals. Its mission is to provide clear career pathways, specialized training, and recruiter connections across property types.

The platform is built around a simple idea:

Candidates should be able to learn what real estate career path fits them, receive practical training, create a profile, join career groups, and become visible to recruiters.

For recruiters, this means CRE-Library gives access to candidates who are not only looking for jobs, but also learning the industry.

CRE-Library may include:

- Candidate profiles
 - Résumé or profile instructions
 - Job postings
 - Recruiter dashboard access
 - Career path groups
 - Apartment locator training
 - Leasing agent training
 - Tenant representation courses
 - Investment brokerage courses
 - Resource library materials
 - Online training programs
 - Final exams and course-completion indicators
 - Mobile app access
 - Future candidate matching tools
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2. Who Recruiters Can Reach

Recruiters can use CRE-Library to reach a wide range of real estate candidates, including:

Aspiring real estate agents

People who are thinking about getting licensed or have recently started the licensing process.

Newly licensed agents

Agents who have a license but do not yet know which real estate career path fits them best.

Apartment locators

Agents or future agents interested in helping renters find apartments and earning locator commissions.

On-site leasing candidates

People interested in becoming leasing consultants, assistant managers, or property management team members.

Commercial real estate candidates

Candidates interested in retail, office, industrial, multifamily, land, or investment sales.

Residential leasing and property management candidates

Candidates interested in leasing homes, managing properties, tenant relations, and landlord representation.

Career changers

People coming from sales, hospitality, customer service, finance, construction, or administration who may be strong real estate candidates with the right training.

CRE-Library is especially useful because many candidates are still early in the decision process. That gives recruiters the opportunity to build relationships before the candidate has committed to a competing firm.

3. The Recruiter Mindset

A recruiter should not use CRE-Library only as a place to “post and wait.”

The best recruiters will use the platform as a **candidate-development system**.

That means you should:

- Post clear opportunities.
- Search candidates regularly.
- Review completed training.
- Join relevant career groups.
- Share useful resources.
- Invite candidates to conversations.

- Track follow-up.
- Help candidates understand the career path.
- Build a warm pipeline before you urgently need to hire.

Many recruiting systems are reactive. CRE-Library gives recruiters a chance to be proactive.

Instead of waiting until you have an urgent opening, you can build a bench of people who are already learning the skills your company needs.

4. Setting Up Your Recruiter Profile

Your recruiter profile should make candidates feel comfortable contacting you.

A new candidate may not understand your company, your market, your commission structure, your training expectations, or your role. Your profile should answer the basic questions before they ask.

Your recruiter profile should include:

Company name

Use the full legal or public-facing company name.

Recruiter name and title

Candidates should know whether they are speaking with a broker, hiring manager, recruiter, owner, team lead, or property manager.

Markets served

List the cities, metro areas, or states where you recruit.

Property types

Identify whether you recruit for apartment locating, on-site leasing, property management, residential sales, commercial brokerage, tenant representation, investment sales, or other roles.

Typical roles hired

Examples: apartment locator, leasing consultant, assistant property manager, commercial associate, tenant rep associate, residential leasing agent, junior broker, transaction coordinator.

Who should contact you

Clarify whether you want licensed agents, pre-license candidates, experienced agents, or people open to training.

Training offered by your company

Explain whether you provide mentorship, scripts, CRM training, database access, broker supervision, field training, weekly meetings, lead sources, or paid real estate licensing.

Contact method

Tell candidates whether to message you through CRE-Library, email, phone, website form, or calendar link.

Sample Recruiter Profile Paragraph

Our firm recruits motivated real estate professionals who want a structured career path in leasing, apartment locating, property management, and commercial real estate. We are looking for candidates who are coachable, professional, consistent, and willing to complete training before working with clients. Through CRE-Library, candidates can review our open opportunities, complete relevant career-path training, build a profile, and connect with our recruiting team when they are ready to discuss next steps.

5. Using the Recruiter Dashboard

The recruiter dashboard should become your home base.

Based on your current dashboard concept, recruiter members may use dashboard links such as:

1. Post a Job
2. View Job Postings
3. Member Directory
4. Complete Recruiter Profile
5. Career Groups
6. My Programs
7. Online Training Programs
8. Amazon Library
9. Resource Library
10. Request a New Training Course
11. Contact CRE-Library Support
12. Recruiter Resources
13. Candidate Resume Database
14. Saved Candidates
15. Featured Candidate Profiles
16. Market Groups
17. Apartment Locator Candidates
18. Leasing Agent Candidates

19. Commercial Candidate Pipeline
20. Interview Prep Resources
21. Recruiting Scripts
22. Compliance and Fair Housing Resources
23. Candidate Training Badges
24. Recruiting Announcements

The dashboard should be used weekly, not occasionally.

A recruiter should log in to:

- Review new candidates.
- Update job postings.
- Search member profiles.
- Check which candidates are completing courses.
- Join or review career groups.
- Share resources.
- Invite promising candidates to interviews.
- Track follow-up.
- Request new training content that would help future hires.

6. Posting Better Job Opportunities

A job posting should do more than list a title and pay range.

New real estate candidates often do not understand the difference between roles. A posting for an apartment locator, leasing consultant, tenant rep associate, or commercial brokerage trainee should educate the candidate while also recruiting them.

A strong CRE-Library job post should include:

Job title

Use a clear title. Avoid vague titles like “Real Estate Opportunity.”

Company overview

Briefly explain who you are and what your company does.

Role summary

Explain what the candidate will actually do.

Market location

Identify the market, city, remote option, or territory.

License requirement

State whether a license is required now, preferred, or can be obtained later.

Training provided

List whether the company trains new agents.

Compensation structure

Be clear whether the role is salary, hourly, commission, draw, bonus, or hybrid.

Ideal candidate

Describe the qualities you want.

Career path

Explain where the role can lead.

How to apply

Tell candidates exactly what to do next.

Sample Job Posting: Apartment Locator

Title: Apartment Locator – Entry-Level Real Estate Opportunity

Our company is seeking motivated candidates interested in apartment locating and residential leasing. This role is ideal for a licensed or soon-to-be licensed real estate professional who enjoys helping renters, learning local apartment communities, and building a referral-based business.

Apartment locators help clients compare available apartments, schedule tours, understand rental options, and move through the leasing process. Candidates should be organized, responsive, professional, and willing to follow up consistently. Prior leasing experience is helpful but not required.

Training may include apartment locator basics, fair housing, lead follow-up, CRM use, market research, client qualification, property communication, and move-in tracking. This is a strong entry point for candidates who want to learn leasing, property management, multifamily, or residential investment.

7. Searching the Member Directory

The member directory is one of the most valuable recruiter tools.

Instead of only waiting for applications, recruiters should search for candidates who already match the desired profile.

When reviewing member profiles, look for:

- Market location
- License status
- Career interests
- Training completed
- Course badges
- Uploaded résumé
- Profile completeness
- Communication style
- Property type interest
- Group activity
- Work background
- Professional goals

Search by category when possible:

By market

Phoenix, Tucson, Dallas, Houston, Austin, San Antonio, Orlando, Tampa, Jacksonville, Atlanta, Nashville, Charlotte, Raleigh-Durham, or other target markets.

By Career Path

Apartment locator, leasing agent, tenant rep, retail, office, industrial, multifamily, residential leasing, property management.

By readiness

Pre-license, newly licensed, experienced, trained, certified, recruiter-ready.

By course completion

Candidates who completed training may be more prepared than candidates who only created a profile.

8. Reviewing Candidate Profiles and Resumes

A CRE-Library profile should be viewed as a recruiting snapshot.

Not every strong candidate will have a perfect résumé. Some candidates may be new to real estate but strong in sales, hospitality, customer service, operations, or entrepreneurship.

When reviewing a candidate, consider both experience and trajectory.

Look for:

Professional presentation

Is the profile complete, organized, and serious?

Career direction

Does the candidate know what path they want?

Training effort

Has the candidate completed courses or exams?

Market fit

Is the candidate in a market where you recruit?

Communication ability

Does the candidate write clearly and professionally?

Sales potential

Does the candidate show persistence, confidence, and follow-through?

Customer service ability

Can the candidate handle renters, tenants, owners, clients, or brokers?

Learning mindset

Does the candidate appear coachable?

9. Understanding Training Paths and Badges

One of CRE-Library's strongest recruiting advantages is training visibility.

The platform includes online courses and final exams in several areas, including apartment locating, apartment leasing, office tenant representation, retail tenant representation, industrial tenant representation, CRM, networking, time management, digital marketing, and related real estate topics.

Recruiters should use course completion as a screening tool.

A course badge or completed program may show that the candidate has:

- Explored a specific career path.
- Taken initiative.

- Learned basic terminology.
- Completed introductory training.
- Prepared for an interview.
- Reduced the amount of training needed after hiring.

Training completion does not replace the recruiter's interview, background review, license verification, or company onboarding. However, it gives recruiters an additional signal.

Suggested Badge Interpretation

Profile Created

Candidate has joined the platform but may still be early.

Résumé Uploaded

Candidate is taking recruiting seriously.

Course Started

Candidate has expressed interest in a career path.

Course Completed

Candidate has taken action and followed through.

Final Exam Passed

Candidate may be more prepared for a role-specific interview.

Recruiter Ready

Candidate may be suitable for outreach, interview, or next-step screening.

10. Using Career Groups for Recruiting

Career groups are where recruiters can observe candidate interest and engagement.

Groups may be organized by property type, market, or career path. Examples include apartment locator groups, industrial groups, retail groups, office groups, on-site apartment leasing groups, and other real estate career categories. The public CRE-Library homepage shows career path group concepts across multiple real estate sectors.

Recruiters should use groups carefully and professionally.

Do not spam groups with generic job ads. Instead, use groups to:

- Share helpful career advice.
 - Announce relevant opportunities.
 - Invite candidates to training.
 - Explain what your company looks for.
 - Answer common questions.
 - Identify engaged members.
 - Build credibility before recruiting.
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Sample Group Post for Recruiters

We are currently reviewing candidates interested in apartment locating and leasing careers. If you are completing CRE-Library training, building your member profile, or preparing to enter the industry, this is a good time to update your résumé and career interests. Candidates who are organized, responsive, and willing to complete training are encouraged to connect with our recruiting team.

11. Using the Online Training Library

The online training library can help recruiters solve a major hiring problem: unprepared candidates.

Many new candidates do not understand the difference between residential sales, apartment locating, on-site leasing, property management, tenant representation, and commercial brokerage.

Recruiters can use CRE-Library training to educate candidates before an interview.

For example:

Before interviewing an apartment locator candidate

Ask the candidate to complete apartment locator training or review apartment locator resources.

Before interviewing a leasing consultant candidate

Ask the candidate to review on-site apartment leasing material.

Before interviewing a tenant rep candidate

Ask the candidate to review office, retail, or industrial tenant representation courses.

Before interviewing a commercial brokerage candidate

Ask the candidate to review introductory commercial real estate resources.

This makes the interview more productive because the candidate has context before the conversation begins.

12. Using the Resource Library

The resource library gives recruiters another way to evaluate and support candidates.

The public site lists resource items such as real estate data sources, lease abstracts, social media, confidential listings, commercial options, broker opinion of value, sample letter of intent, raw land, and cold calling commercial property owners.

Recruiters can use these resources in three ways:

1. Candidate preparation

Send a resource to a candidate before an interview.

2. Internal training support

Use resources as supplemental training for new hires.

3. Candidate screening

Ask a candidate to read a short resource and explain what they learned.

This is especially useful for commercial real estate recruiting because many new agents have never seen a lease abstract, letter of intent, BOV, or prospecting system.

13. Recruiting Apartment Locators

Apartment locating is one of the best entry points for new agents because it teaches:

- Lead response
- Client qualification
- Apartment market knowledge
- Fair housing awareness
- Property communication
- Follow-up discipline
- Commission tracking
- Database use
- Rental market terminology

A recruiter looking for apartment locators should search for candidates who are:

- Interested in renters and leasing
- Comfortable with phone, text, and email follow-up
- Organized enough to track clients
- Willing to learn apartment communities
- Responsive during evenings and weekends if needed
- Licensed or actively pursuing a license where required
- Coachable and consistent

Recruiters should explain that apartment locating can be a career path into:

- Residential leasing
- Property management
- Multifamily brokerage
- Residential sales
- Build-to-rent leasing
- New construction leasing
- Investor representation

14. Recruiting On-Site Leasing Agents

On-site leasing candidates are different from independent apartment locators.

An on-site leasing agent usually represents one property or management company. The role may include:

- Greeting prospects
- Touring apartment units
- Explaining amenities
- Following up with leads
- Processing applications
- Supporting renewals
- Assisting the property manager
- Helping with resident communication
- Maintaining leasing reports
- Understanding occupancy and concessions

Recruiters should look for candidates with:

- Customer service experience
- Professional appearance
- Strong communication
- Patience
- Organization

- Ability to learn software
- Comfort with tours and sales conversations
- Interest in property management

This role may be a strong entry point for candidates who are not ready for commission-only sales.

15. Recruiting Commercial Real Estate Candidates

Commercial real estate candidates often need more education before they understand the opportunity.

A new candidate may say, “I want to do commercial real estate,” but not know whether that means:

- Tenant representation
- Landlord representation
- Investment sales
- Multifamily brokerage
- Industrial leasing
- Retail leasing
- Office leasing
- Land sales
- Property management
- Asset management
- Development
- Capital markets

CRE-Library helps recruiters direct candidates into specific career paths.

Recruiters should evaluate commercial candidates for:

- Long-term commitment
- Financial runway
- Research ability
- Professional writing
- Phone prospecting comfort
- Market curiosity
- Analytical thinking
- Persistence
- Ability to handle delayed compensation

- Willingness to learn documents and terminology

For new commercial candidates, recruiters may want to assign a basic course or resource before an interview.

16. Recruiting Residential and Property Management Candidates

Not every candidate wants commercial brokerage or apartment locating.

Some may fit better in:

- Residential leasing
- Single-family property management
- New home sales
- Investor services
- Tenant placement
- HOA support
- Transaction coordination
- Portfolio management
- Maintenance coordination
- Owner relations

Recruiters should pay attention to candidates with strong administrative discipline. Property management and residential leasing often require detail, documentation, communication, and compliance awareness.

A strong property management candidate may not be the loudest salesperson. They may be the person who follows procedures, documents conversations, handles conflict calmly, and communicates clearly.

17. Building a Candidate Pipeline

The best recruiters do not wait until they have an opening.

Use CRE-Library to build a candidate pipeline before you need it.

Divide candidates into categories:

A Candidates

Ready for interview now.

B Candidates

Good potential but need training, licensing, or résumé improvement.

C Candidates

Early-stage candidates who need more education.

Future Candidates

People who may be valuable in 3 to 12 months.

Track each candidate by:

- Name
- Market
- Role interest
- License status
- Training completed
- Date contacted
- Last response
- Next step
- Interview status
- Notes
- Fit score

This can be done in a spreadsheet, CRM, Wix dashboard, or future CRE-Library candidate tracking system.

18. Messaging Candidates Professionally

Recruiters should keep candidate messages short, specific, and respectful.

Avoid vague messages like:

“Are you looking for an opportunity?”

A better message is:

“Your profile shows interest in apartment locating in Phoenix. We are reviewing candidates for a leasing and apartment locator opportunity. Your CRE-Library training activity caught our attention. Would you be open to a short introductory conversation this week?”

A good message should include:

- Why you are contacting them
 - What role or path may fit
 - What next step you are suggesting
 - How they should respond
 - No pressure
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19. Interviewing CRE-Library Candidates

A CRE-Library candidate interview should test both interest and readiness.

Suggested questions:

1. What real estate career path interests you most right now?
2. Why does that role interest you?
3. What CRE-Library courses or resources have you reviewed?
4. What did you learn from the training?
5. Are you currently licensed? If not, where are you in the licensing process?
6. What market do you want to work in?
7. Are you comfortable with commission-based income, hourly income, or a hybrid model?
8. How do you organize follow-up?
9. Tell me about a time you had to persist with a difficult customer or client.
10. Are you willing to complete additional training before starting?
11. What does a successful first 90 days look like to you?
12. Why should our firm invest time in training you?

For commercial candidates, add:

- Are you comfortable cold calling?
- Can you handle a longer sales cycle?
- Do you understand that commercial brokerage may take time before income is consistent?
- What property type interests you most?

For leasing candidates, add:

- Are you comfortable touring prospects?
 - How would you follow up with a renter who does not respond?
 - What does fair housing mean to you?
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20. Tracking Job Postings and Candidate Activity

Recruiters should track their own job postings.

At a minimum, track:

- Job title
- Date posted
- Market
- Role type
- Number of views, if available
- Number of applicants
- Number of candidate messages
- Number of interviews
- Number of hires
- Posting status
- Date updated
- Notes

If CRE-Library later adds posting analytics, recruiters should compare:

- Which job titles get the most views
- Which markets respond best
- Which roles create the most candidate interest
- Which postings convert to interviews
- Which postings produce hires

Until then, recruiters should maintain their own tracking sheet.

21. Suggested Weekly Recruiter Workflow

Monday: Review and Update

- Log in to the recruiter dashboard.
- Review current job postings.
- Update expired or outdated postings.
- Add new roles.
- Check member directory for new candidates.
- Save candidates who match current needs.

Tuesday: Candidate Outreach

- Message selected candidates.
- Invite promising candidates to complete a course.
- Send interview invitations.
- Follow up with prior candidates.

Wednesday: Group Engagement

- Post one useful career tip in a relevant group.
- Answer candidate questions.
- Share a resource or training suggestion.
- Identify active group members.

Thursday: Interviews and Screening

- Conduct candidate calls.
- Review résumés and profiles.
- Confirm license status.
- Assign next-step training if needed.

Friday: Pipeline Review

- Update candidate notes.
- Move candidates into A, B, C, or future categories.
- Close filled postings.
- Request new training topics from CRE-Library if your candidates need better preparation.

22. Compliance, Fair Housing, and Professional Standards

Recruiters should use CRE-Library professionally and ethically.

Important principles:

Do not discriminate.

Recruiting, interviewing, advertising, and hiring practices should comply with applicable employment laws and fair housing principles.

Do not make false promises.

Do not exaggerate income, leads, training, support, or job security.

Clarify license requirements.

If a role requires a real estate license, say so clearly.

Clarify compensation.

Candidates should understand whether the role is commission, salary, hourly, draw, bonus, or independent contractor.

Respect candidate privacy.

Use candidate information only for legitimate recruiting purposes.

Avoid spam.

Do not over-message candidates or post repetitive ads in groups.

Verify credentials.

Course completion and profile information are useful, but recruiters should still verify license status, employment history, references, and company-specific requirements.

The CRE-Library terms page describes the platform as providing educational tools, career paths, mentorship, and optional recruiting visibility; candidates are not required to seek employment or respond to recruiters.