

8.5 by 14 paper size works best due to length

SELECTING YOUR REALTOR COMPARISON WORKSHEET

How to Grade Your Realtor

5 = Excellent

3 = Average

1 = Poor

100 total points is perfect score

Use this questionnaire to grade and score your prospective agents. This will provide a clear evaluation of who is best qualified to market your home. Approximately 60% of your buyers come from MLS. *What is your Agent going to do to generate the other "40%" of your Buyers? Remember the 40% rule. Evaluate each answer with 1 through 5 points. Personal Bonus points can be given at the bottom of the page.*

PLACE ORGANIZATION NAMES HERE:	RE/MAX			
	1. ↓ Riley Scrivner-Real Estate Broker			
	Coldwell Banker (example) 2. ↓			
	Intero (example) 3. ↓			
1. Do you have <i>National and World Wide</i> advertising/?				Notes:
2. What is your local " <i>Market Share</i> " (support documentation)				
3. Can you show me a survey of where my buyers will come from? What " <i>systems</i> " you have to generate my "Buyers"				
4. Logistics? How many " <i>offices</i> " you have in the area?				
5. How many " <i>Realtors</i> " does you Organization have?				
Communication System is Key*				
6. Act as a buyer and look at <i>Agent's Web Site</i> -then Grade?				
7. Do you regularly provide <i>Written Progress Reports</i> ?				
8. Can I reach the Agent direct? Phone, Office, Cell, *Home?				
9. Will my paperwork be E-Mailed to me? Agt. E-Mail Skills??				
Does your Organization have marketing exposures-T.V.-Radio-Magazine-Recognition?				
10. International? National? State? County?				Notes:
11. Are you a California Real Estate " <i>Licensed Broker</i> "				
12. What <i>Designations</i> are you credited with-ABR, CRS, GRI				
13. Why do you work for your Organization- <i>special reason</i> ?				
14. Does your organization have <i>direct Relocation World Wide</i>				
15. Do " <i>you</i> " do Open Houses " <i>every week</i> "?				
16. Is your <i>For Sale Sign</i> and <i>Logo</i> recognized, providing a strong buyer confidence: <i>Int'l; National; State and Locally</i> ?	*	*	*	
17. How many years of <i>experience</i> do you and your staff have? Realtor ___ Yrs. Staff ___ Yrs (Over 5 yrs. Req.)	*	*	*	
How many <i>transactions</i> have you had in last 12 months? (No Points given) Minimum 25 Required Over 50 transactions are Too Many - Note: (Too many transactions means very little personal involvement)				
Exactly what Advertising will you be doing to sell my home to find Buyer's? Review the Marketing Plan				
18. Is there a " <i>Pre-Marketing Plan</i> " Ask for details?				Notes:
19. <i>Personal Network</i> , Past Clients, Other Realtors, Etc?				
20. Web Site, Virtual Tour, Flyers, Signs, Mail, Magazines, Area Meetings, Past Market Buyers, Open House, & Etc.				
Maximum of 5 Points per question-Total Maximum is 100 Add up each Column and see what the score is.				
20 questions at 5 maximum points each equal 100 points=100%	%	%	%	*
PERSONAL QUESTIONS: Bonus Points?				
WHO DESERVES THE LISTING? Total points scored?				