Agent Interview Questions

Interview with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_ / \_\_\_\_ /\_\_\_\_\_

Prior Yr Production

MLS Stats – Transactions       Volume

Listings     \_\_\_\_\_\_                   $\_\_\_\_\_\_\_\_\_\_\_\_\_

Buyers      \_\_\_\_\_\_                   $\_\_\_\_\_\_\_\_\_\_\_\_\_

Total         \_\_\_\_\_\_                   $\_\_\_\_\_\_\_\_\_\_\_\_\_

Avg Sale  $\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What do you like best about your present company?
2. What don’t you like about your office?
3. What are some of the policies that you would change at your present company?
4. What policies and procedures do you feel are important?
5. How would you rate or assess your broker?
6. What is his/her strongest attribute?
7. What are his/her weaknesses are as a broker?
8. Tell me about your admin staff.
9. Where do you feel your admin is the weakest?
10. Where are they the strongest?
11. Describe to me your perfect real estate office.
12. Tell me about your business.
13. How many transactions did you close last year, not in MLS?
14. What percentage of your business over the last 12 months were listings that closed?                    Buyers?
15. What source produced your closed transactions?
16. How much did you spend last year on marketing?
17. Have you done an ROI on that investment?
18. Do you have a written business plan?
19. Do you have a database that you are working every day?
20. Do you feed your database new leads every day?
21. Do you train your database to send you business?
22. What is your farming strategy?
23. Do you have a listing presentation? Rate it from 1-10
24. Do you hold open houses?
25. How is that working for you?
26. Do you have a website?
27. Do you have an online marketing strategy?
28. Do you have a strong online lead generation system such as Homes.com?
29. What other technology tools do you have?
30. Do you feel technology is important to you?
31. \*\*Only ask this is applicable\*\* Why don’t you have these technological tools?

**This year’s Goals**

Gross Income $\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Agent Split \_\_\_\_\_\_\_\_\_\_  Fran Fee \_\_\_\_\_\_\_ Trans Fee \_\_\_\_\_\_\_\_

Listing:Sales Ratio \_\_\_\_\_\_\_\_\_      Avg Sale $\_\_\_\_\_\_\_\_\_\_\_  List to Close% \_\_\_\_\_\_\_\_

Call to get Listing \_\_\_\_\_\_\_\_\_  Appts to get Listing \_\_\_\_\_\_\_\_\_     Showing per sale \_\_\_\_\_\_\_\_\_\_