

GOOD QUESTIONS TO ASK BEFORE SELECTING REAL ESTATE COMPANY

GENERAL

How many sales sides last year?

How many agents?

Average sales per agent?

REPUTATION

Does the company have a reputation for great customer service and success?

TRAINING

Does the company have in-house training scheduled on a regular basis for agents of all experience levels?

How will I get my “basic training”?

Do you have a “mentor” program?

PROFESSIONALISM

Are all associates dedicated to being ethical, honest, and professional at all times?

Do you do ethics training?

SERVICE AREA

How large is your market area?

What referral systems do you belong to?

How are incoming referrals handed out?

MANAGEMENT TEAM

Does the company have a certified management team dedicated to the success of their associates?

Who would I report to?

Who makes the final decisions on any internal dispute?

Who do I go to on a daily basis with problems?

LISTINGS

Does the company maintain a large inventory of listings or does it depend primarily on the Multiple Listing Service?

Current number of listings?

ADVERTISING

Does the company have a marketing department dedicated to professional advertising in numerous publications?

Where do you advertise?

What part of that do I pay for?

Do I get “uptime”? Voluntary or required?

SELECTION

Is the company selective in their association policy and devoted to the success of those they choose?

Do you hire part time agents? Why or why not?

FULL SERVICE

Does the company offer expanded services to meet all of your clients needs?

What kind of things do you offer (moving truck, guaranteed sales, etc)?

SUPPORT STAFF

Does the company have an excellent staff to serve all the needs of a successful agent?

How many? What are there duties?

TECHNOLOGY

Do you have fax? Website? Email for agents? Digital camera?

Voice mail? Paging? Computers for agent use?

COMPENSATION

How are agents compensated?

Is there a sliding scale?

If I move up, do I move back down the scale at the start of the next year?

Do you have a franchise fee? How much? Is there a cap on it per year?

What is included in my split?

Phone Ads Copies Supplies

Email Desk space

Source: Kerry Kidwell <http://www.realestateeducation.info/>