

BROKER SELF ANALYSIS

DIRECTIONAL CLARITY

I have a mission statement

I have a vision statement

BEHAVIORAL CLARITY

I have a written set of values, beliefs and expectations

I have a healthy culture

FINANCIAL CLARITY

I have a profit goal for my business Yes No

If yes, what is it?

I know my budget benchmark Yes No

If yes, what is it?

I know my recruiting benchmark Yes No

If yes, what is it?

I know my Net Revenue Per Agent Yes No

If yes, what is it?

I know my retention benchmark Yes No

If yes, what is it?

ORGANIZATIONAL CLARITY

I have performance-based job descriptions for myself and staff

I have a highly functioning staff

My staff love and live the office culture

OPERATIONAL CLARITY

I have a system for prospecting and reaching out to potential recruits

I have a system for following up with undecided agents after I contacted them

I have a system for onboarding agents into my office

How many times per year do you formally consult your agents?

How many trainings do you hold per month?

What content do you use?

I have regular accountability meetings with my staff and agents

I have set up mastermind groups in my office

I have a retention strategy Yes No

If yes, please explain

Are you using RE/MAX Technology? Yes No

If yes, what?

If no, why?

Are your agents using RE/MAX Technology? Yes No

If yes, what tools?

What percentage of agents are using these tools?

If no, why?

What technology have you purchased for your franchise?

Why?

Is it effective?

