

INITIAL INTERVIEW

NAME: _____ BGC: _____

PHONE: _____ PDC: _____

OFFICE: _____

1. Tell me about what's going on in your business right now....

Are you profitable? _____

2. Current agent count? _____

3. Desired agent count? _____ Why? _____

What holds you back from hitting that number? _____

4. What's the vision of your office? What's your end game and desired result? Paint us a picture of your ideal office...

5. What are your core values? _____

6. What is your leadership style?

7. What areas are you weak in? (Personally and professionally)

8. What percentage of the time do you spend on your Agent business (listing and selling) vs your Owner business (RDR)

Agent:_____

Owner:_____

9. Who is your avatar agent? _____

Production (How many closings? Annual production?) _____

Characteristics (Full time? Newbies? Financially sound?) _____

10. What's your value proposition? _____

11. Can you give me a rough estimate of your budget annually? _____


What is your NRPA? _____

12. What activity is having the greatest impact on your business right now? _____

13. What's your biggest challenge with that? _____

14. What are your role/title/responsibilities in the office? (DOV,DOD,DOO,DOPF,DOASS,DOT,DOH)

15. What would you like to get out of the next 4 weeks? _____



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Directional _____

Behavioral _____

Financial _____

Operational _____

Organizational _____

