

HOW BIG IS THE GAP?

Score each category on a scale of 1-10

1-10

- 1. Database Organization _____
- 2. Consistently Contacting Database _____
- 3. Relevant, Trackable Marketing _____
- 4. Listing Attraction Marketing
 - A. Database _____
 - B. Geographic Farms _____
 - C. Open Houses _____
 - D. Expireds _____
- 5. Online Marketing / Conversion _____
- 6. Sales / Influence Skills
 - A. Ability to Set Appointments _____
 - B. Listing Process _____
 - C. Buyer Consultation _____