

YOUR BUSINESS CHECKUP



THE **PROFIT**CENTRE
MAKING PROFIT PREDICTABLE

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SKILLS RATING

Rate yourself on a scale of 1 to 10... 1 being poor to 10 being excellent:

Prospecting for Sellers	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Prospecting for Buyers	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Qualifying Sellers	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Qualifying Buyers	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Handling Objections	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Closing and Negotiating	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Presenting Offers	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Listing Presentations	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Buyer Presentations	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Showing Property	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Communication/rapport building	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Follow up	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Technology	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Time Management	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Financial management	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Adapting to Change – Being Versatile	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Organizational skills	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Accountability/reliability	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Integrity (keeping promises to yourself)	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩

TOP 5 SKILLS	BOTTOM 5 SKILLS
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

BUSINESS SYSTEMS

	NO	YES, IT'S GOOD!	YES, NEEDS WORK
Do you have a current Business Plan with income targets for the next 12 months?			
Do you have specific written goals and action plans to achieve your targets?			
Do you have a Prospecting plan?			
Do you have a Pre-Listing Package?			
Do you have a Buyer package?			
Do you have a Marketing Strategy?			
Do you have a templated CMA presentation?			
Do you have a structured Listing Presentation?			
Do you have a system to create lifelong clients?			
Do you have a system to gain referral business?			
Do you have a system to encourage and track repeat business?			
Do you have Prospecting Checklists?			
Do you have Seller Systems Checklists?			
Do you have Buyer Systems checklists?			
Do you have Lead Follow-Up Systems and Checklists?			
Do you have a proper personal and Broker Website?			
Do you have a Social Media System in place?			

TOP 5 SYSTEMS TO IMPLEMENT	5 SYSTEMS TO IMPROVE
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

ASSESSING YOUR BUSINESS

Market Review	NO	YES, IT'S GOOD!	YES, NEEDS WORK
Do you know how many households are in your market/farm area?			
Do you know how many transactions took place last year in this area?			
Do you know what your company's market share vs. the competition is?			
Do you know what the biggest impending changes or threats to your marketplace are?			
Do you know what the emerging opportunities are in your marketplace?			

What are the 3 things you will do to improve your market knowledge, combat the competition, and take advantage of the emerging opportunities in your market?

- 1.
- 2.
- 3.

Personal Marketing	NO	YES, IT'S GOOD!	YES, NEEDS WORK
Do you know how much money you spend on personal promotion?			
Do you have a Personal Marketing Strategy?			
Did you get the return you expected? Do you know what that return is?			
Do you display testimonials or client survey results in your marketing?			

What three things could you do to improve your success in your personal marketing?

- 1.
- 2.
- 3.

ASSESSING YOUR BUSINESS

Seller Review	NO	YES, IT'S GOOD!	YES, NEEDS WORK
Do you know on average how long your listings take to sell?			
Do you have a prelisting package?			
Do you feel confident with your listing presentation?			
Do you provide your sellers with a service guarantee?			
Do you have checklists for your seller processes?			
Do you include testimonials from past sellers in your listing presentation?			
Do you conduct surveys with your seller clients?			
Do you ask your sellers for referrals?			
Are your sellers in your database?			

What three things can you implement to improve your seller process?

- 1.
- 2.
- 3.

ASSESSING YOUR BUSINESS

Buyer Review	NO	YES, IT'S GOOD!	YES, NEEDS WORK
Do you have a buyer package?			
Do you have a buyer presentation?			
Do you ask your buyers to sign a buyer agreement?			
Do you provide a service guarantee to your buyers?			
Do conduct surveys with your buyers and ask for testimonials?			
Do you ask your buyers for referrals?			
Do you put all of your buyers in a database?			

What three things can you implement to improve your buyer process?

- 1.
- 2.
- 3.

Prospecting Review	NO	YES, IT'S GOOD!	YES, NEEDS WORK
Do you schedule time to actively prospect for new business?			
How often? Daily____Weekly____Monthly____Occasionally _____			
Do you have short-term prospecting goals?			
Do you have long-term prospecting goals?			
Are you satisfied with the results of your proactive prospecting?			
Do you prospect for FSBOs?			
Do you prospect for Expireds?			
Do you prospect a Farm?			
Do you use specific scripts for prospecting?			
Do you role play?			
Do you have something of value to offer your prospects?			

ASSESSING YOUR BUSINESS

What three things could you do to improve your success in prospecting for new business?

- 1.
- 2.
- 3.

Technology Review	NO	YES, IT'S GOOD!	YES, NEEDS WORK
Do you have a contact management software (CRM)?			
Are you taking advantage of the incoming technology for the real estate industry?			

What three things could you implement in your business to keep on the top of the latest technology?

- 1.
- 2.
- 3.

General & Educational Review	NO	YES, IT'S GOOD!	YES, NEEDS WORK
Do you keep up with industry changes and innovations?			
Do you keep up with local industry laws and regulations?			
Do you stay active with your local Board of Realtors?			

What three topics are you committed to educating yourself on this year?

- 1.
- 2.
- 3.