

Top Producer Questionnaire:

Name: _____ Date: _____

Company: _____

1. Tell me about yourself and your business model?

2. Tell me about your team? Buyers agents, assistant, TC, Marketing Coordinator, etc: _____

3. Where does most of your business come from? _____ Do you track it? Yes or No

4. Of all of the deals you have, what % is buyers: _____ Sellers: _____

5. Do you farm? Yes or No What area?: _____

How many deals do you generate from your farm each year? _____ Is there anything you want to do differently in your farm this year?: _____

6. Do you have a sphere of influence? _____ How many people? _____ How many deals a year do you get from your sphere? _____ Would you do anything different when it comes to prospecting them?: _____

7. Are you on Facebook? Yes or No. Do you have a business page? Yes or No

8. Rate usage on Facebook (A,B,C,D,F) _____ How much time are you on it a day?: _____ Deals generated from Facebook? _____

9. Are you on any other social media? Yes or No Which one: _____ Which is the best?: _____

10. What is your FOCUS this year for growth? _____

11. I'm going to ask you specific questions about generating business & how many deals you get per year you get from your efforts in these categories.

-Do you mail your farm and sphere? If so, how often?: _____ deals? _____

-DO you email your sphere? How many emails do you send out?: _____ deals? _____

-Do you make cold/warm calls? How many calls do you make?: cold: ___/warm: ___ deals? _____

-Do you door knock? How many doors do you knock?: _____ deals? _____

-Do you host Open House? How many open houses do you do?: _____ deals? _____

-What is your online presence? How many deals do you get online?: _____ deals? _____

12. Do you micro farm around your listings and sales? Yes or No Explain: _____

13. Do you do Video Marketing for your prospecting or New Listings? Yes or No Details: _____

14. What challenges do you have in your business? _____

15. What is important to you in your title/ escrow service?

