

Agency Interview Checklist

Consider these qualifications in selecting Agency representation on your next transaction.

	<u>TCG</u>	<u>Agency A</u>	<u>Agency B</u>
Is the agency an all broker firm?	<u>Yes</u>	___	___
Does the agency hire only experienced, multi-disciplined brokers?	<u>Yes</u>	___	___
Does the broker attend all client property showings?	<u>Yes</u>	___	___
Does the agency specialize in marketing and selling to out of the area clients?	<u>Yes</u>	___	___
Does the agency publish a client/prospect newsletter?	<u>Yes</u>	___	___
Is the agency educated in 1031 exchanges, conservation easements and tree growth status programs?	<u>Yes</u>	___	___
Does the agency publish a national broker referral newsletter?	<u>Yes</u>	___	___
Does the agency offer a low client/broker ratio for maximum listing attention?	<u>Yes</u>	___	___
Is the agency a member of all multiple listing services in Maine?	<u>Yes</u>	___	___
Is agency a Realtor.com Showcase Agency?	<u>Yes</u>	___	___
Does the agency provide customized property specific written marketing plans with implementation schedules?	<u>Yes</u>	___	___
Does the agency offer a private client website for 24/7 marketing updates?	<u>Yes</u>	___	___
Does the agency create four color four page property brochures?	<u>Yes</u>	___	___
Does the agency produce selling prospectus for all commercial and investment properties?	<u>Yes</u>	___	___
Does the agency provide local, regional, national and international print advertising?	<u>Yes</u>	___	___
Does the agency offer virtual tours on all properties?	<u>Yes</u>	___	___
Does the agency offer a robust web linkage program providing exposure on 50+ web portals?	<u>Yes</u>	___	___
Does the agency offer a subscription internet program for targeted internet exposure?	<u>Yes</u>	___	___
Does the agency have a certified Resort and Second Home Specialist Broker?	<u>Yes</u>	___	___
Does the agency provide demographic information for clients and customers?	<u>Yes</u>	___	___