

Fig. 9.7 Interview topics and questions

The Office

- What is your vision for your office? Your mission? (Ask to see them)
- What do agents specialize in here?
- What geographical areas does the office serve?
- What is your agent turnover rate?
- Will I get an assigned desk? If there a fee for an assigned desk?
- What is your average price range?
- What is your client profile?
- Are there teams in the office organized by a "rainmaker" (lead agent)? Describe them.
- Is there teamwork in the office? Please describe.
- How many transactions, on average, do new agents complete here in their first year?

Agent Profiles

- How many agents are in the office now? What are your recruiting goals for this year? How many do you want to hire this year?
- How many are less than a year in the business?
- How many are part-timers?
- What are the average number of sales per agent? Listings per agent?

In-Office Support

- What is your availability? Would you show me your schedule/calendar?
- Do you have an assistant manager? What is his/her job description?
- Describe your office staff. How will they assist me?
- Show me the resources in the office. (Library, computers, etc.)

Support for Productivity

- Show me the systems and materials you have to help me promote myself. How do you distribute referrals that come into the office?
- Is there a fee for them?
- Describe your advertising policies and fees.
- Do you schedule floor time? How?
- Do you encourage agents to hold open houses? Why or why not?

Fig. 9.7 Interview topics and questions (cont'd)

Management

- Please describe your background, education, training, designations, and strengths.
- Describe how you communicate with agents.
- Do you sell? What percent of your time is spent selling?
- Do you hire all those who interview with you? If not, how do you make your hiring choices?
- Describe your management style. What is important to you?
- Where do you see real estate in 3 years? 10 years?
- How do you get new information?
- How do you communicate it?
- What are you doing differently this year? Why?

Company Profile

- What is the company best at? (Marketing, training, sales, etc. - companies should have one core competency that they can name easily.)
- What is exceptional about this company?
- What are its challenges today?
- Show me the company vision and mission.
- Is it a Realtor® company?
- How much has the company grown in the past year? Past 5 years?
- Describe its growth goals for the year. Next 3 years.

Marketing Strategies

- How does the company advertise itself?
- What community service strategies does the company take part in?
- Explain your marketing strategies as a company and the philosophy behind them.

Services Provided and Fees

- Describe the errors and omissions insurance coverage.
- Do we have access to a company attorney?
- How are our calls answered during weekdays; weekends answering service?
- What phone number is on our signs? (the agent's or the company's?)
- Does the company have health, dental, or retirement plans available?
- Please provide me with a list of all costs associated with becoming an agent, a Realtor®, an agent with you.

Fig. 9.7 Interview topics and questions (cont'd)

Commission Schedules

- ❑ Describe your commission schedules and the philosophy behind them.
- ❑ Do you make some exceptions to your commission schedule - and, if so, why?
- ❑ What is the most important service and value I'll be getting from you?

Mutual Expectations and Standards*

- ❑ What are your production standards for a new agent for his/her 3 months? 6 months? First year?
- ❑ How do you assist new agents in reaching and exceeding these standards?
- ❑ If you don't have standards, why not?
- ❑ What are my consequences if I don't meet those standards?
- ❑ What are the production standards of experienced agents?
- ❑ Are there agents here who aren't reaching standards*? How many?
- ❑ What are the consequences if an experienced agent does not meet standards?
- ❑ Do you have a program to help experienced agents meet and exceed standards?

**Standards are not goals. They are minimum expectations.*