

Name of Brokerage

REPUTATION

Yelp reviews

Network feedback

Press mentions

Awards and mentions

MARKET SHARE

Number of overall listings in the area

Number of exclusive listings per agent

TRAINING OFFERED

What training is provided for new agents?

What ongoing training is provided?

How often is training offered?

CULTURE AND OFFICE SETUP

Do other agents look happy?

Is the office space clean and safe?

ONLINE PRESENCE

Are they active on social media, and if so, on what channels?

Do their social media posts match your values?

OTHER COMMENTS AND OBSERVATIONS