

SELLER TOOL

Listing agent interview scorecard

Score each agent 1 to 5. Use it on me too.

CATEGORY	AGENT 1					AGENT 2					AGENT 3				
Pricing methodology	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Local market knowledge	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Preparation advice	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Property-specific strategy	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Marketing quality	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Digital presence	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Photography	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Open houses	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Broker outreach	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Communication	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Showing management	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Negotiation	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Inspection strategy	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Appraisal support	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Transaction management	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Track record	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Compensation and value	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5