

## Questions to Ask When Interviewing a Real Estate Brokerage

Brokerage: \_\_\_\_\_

Interviewer: \_\_\_\_\_

Location: \_\_\_\_\_

Date of Interview: \_\_\_\_\_

### Brokerage Preference of Professionals to Recruit

- Which type of professional does the brokerage cater to?
- What percentage of its professionals have been in practice less than 3 years?
- What percentage of its professionals have been in practice between 3 and 5 years?
- What percentage of its professionals have been in practice more than 5 years?
- What is the broker/delegate ratio to its professionals?

### Brokerage Training and Support for New Professionals

- Does the brokerage have systems to support its new professionals 24/7/365?
- Are there any costs associated with brokerage training or support?
- Who at the brokerage offers training and support to its new professionals?
- What training and support is offered to new real estate professionals? (i.e. review listing presentation, help draft contracts or conditions)?
- Does broker/delegate review service agreements and trade documents while the transaction is taking place?
- Is there a limit to the number of times or hours available for support?
- Does the brokerage have automated oversight processes to prevent errors?
- Does the broker/delegate explain incorrect or incomplete documentation?
- Does the brokerage provide marketing training opportunities?
- Does the brokerage provide an in-brokerage marketing material designer?
- Does the brokerage have a mentorship program?
  - If yes, is there a special program to be followed? (details)
  - If yes, who are the mentors?
  - If yes, what is the cost to the professional being mentored?
  - If yes, how are the mentors compensated?
  - If yes, when is the mentorship program completed?
  - If yes, what happens if the professional and the mentor don't get along?

### Brokerage Continuous Learning Opportunities

- What types of continuous learning opportunities does the brokerage offer?
- What level of professional are continuous learning opportunities geared towards?
- How often are continuous learning opportunities offered?
- How is continuous learning delivered? (i.e. e-learning, video, classroom, webinar)

<b>Brokerage Compensation Packages</b>
<input type="checkbox"/> Does the brokerage enter into employment or independent contractor agreements?
<input type="checkbox"/> What compensation packages does the brokerage offer to professionals?
<input type="checkbox"/> What services are included in the brokerage fees or commission splits?
<input type="checkbox"/> Does the brokerage offer benefit programs? <input type="checkbox"/> If yes, what does the brokerage offer? <input type="checkbox"/> If yes, who pays the cost?
<input type="checkbox"/> Are there any fees in addition to the fees packages, compensation packages, or commission splits?
<input type="checkbox"/> Does the brokerage provide in-house advances on commissions? <input type="checkbox"/> If yes what are the terms for in-house advances on commissions?
<input type="checkbox"/> What are the termination terms for the employment or independent contractor agreements?
<input type="checkbox"/> What happens with service agreements for clients recruited by the real estate professional?
<input type="checkbox"/> Does the brokerage have any restrictions regarding employment outside of the brokerage?

<b>Brokerage Services to Its Real Estate Professionals</b>
<input type="checkbox"/> What technologies does the brokerage offer and what is the cost to use them?
<input type="checkbox"/> What is the timeframe in which for commissions are paid to professionals?
<input type="checkbox"/> Does the brokerage pay commissions by cheque or direct deposit?
<input type="checkbox"/> What signs are available and what is their cost (i.e. for sale signs, open house signs, sign installation)?
<input type="checkbox"/> Does the brokerage provide real estate forms? If so, what is their cost?
<input type="checkbox"/> Does the brokerage provide materials for listing presentations and property listings?
<input type="checkbox"/> Does the brokerage provide materials for working with buyers?
<input type="checkbox"/> Does the brokerage provide access to client meeting rooms?
<input type="checkbox"/> Is the brokerage part of a real estate referral network? <input type="checkbox"/> If yes, how are network referrals disseminated at the brokerage? <input type="checkbox"/> If yes, do new real estate professionals receive network referrals? <input type="checkbox"/> If yes, is there a cost to receiving a referral from the brokerage?
<input type="checkbox"/> Does the brokerage work with relocation companies? <input type="checkbox"/> If yes, how are relocation referrals disseminated at the brokerage? <input type="checkbox"/> If yes, do new real estate professionals receive relocation referrals? <input type="checkbox"/> If yes, is there a cost to receiving a relocation referral from the brokerage?
<input type="checkbox"/> Does the brokerage have an on-duty system to handle general inquiries (i.e. walk-ins, call-ins, online inquiries)? <input type="checkbox"/> If yes, what is the likelihood of new professionals getting clients this way?
<input type="checkbox"/> What marketing materials are available for professionals (i.e. pre-designed brochures, folders, moving tip sheets)? <input type="checkbox"/> If so, is there a cost for brokerage provided marketing materials?

<b>Brokerages Preferred Area(s) of Practice</b>
<input type="checkbox"/> In which area(s) of real estate does the brokerage usually practice (i.e. residential, commercial, rural, property management)?
<input type="checkbox"/> What are the brokerage's preferred practice area(s)?
<input type="checkbox"/> Does the brokerage prohibit practice in one or more real estate areas?
<input type="checkbox"/> What expertise does the broker/delegates have in the brokerage's practice area(s)?
<input type="checkbox"/> In what geographic location does the brokerage operate?

<b>Brokerage Business Model</b>
<input type="checkbox"/> Is the brokerage part of a franchise system? <input type="checkbox"/> If yes, how does being part of a franchise benefit its new professionals? <input type="checkbox"/> If yes, do I have to pay franchise fees?
<input type="checkbox"/> How does the brokerage market its image and brand?
<input type="checkbox"/> Do the brokerage professionals pay for or contribute towards its marketing? <input type="checkbox"/> If yes, what are the fees paid by the brokerage's real estate professionals?
<input type="checkbox"/> Does the brokerage practice designated agency or agency according to the common law?

<b>Brokerage Culture and Health</b>
<input type="checkbox"/> How long has the brokerage been in business?
<input type="checkbox"/> How many professionals does the brokerage have working for it?
<input type="checkbox"/> How does the brokerage communicate with its professionals (i.e. online, in person)?
<input type="checkbox"/> How many brokerage offices does the broker manage and where are they located?
<input type="checkbox"/> Does the broker/delegates also trade in real estate at the brokerage?
<input type="checkbox"/> Does the brokerage have comprehensive and clear policy and procedures manuals?
<input type="checkbox"/> Does the brokerage hold brokerage meetings? <input type="checkbox"/> If yes, how often are brokerage meetings held? <input type="checkbox"/> If yes, what are the usual meeting topics? <input type="checkbox"/> If yes, is attendance at the meetings mandatory? <input type="checkbox"/> If yes, where and how are meetings held (i.e. virtual, in person)?
<input type="checkbox"/> How does the brokerage use technology (i.e. websites, online forms, online leads)?
<input type="checkbox"/> What are the brokerage policies on its professional's personally trading in real estate (i.e. buying, selling, leasing properties)?
<input type="checkbox"/> How does the brokerage deal conflicts between its professionals?
<input type="checkbox"/> How does the brokerage deal with conflicts between professionals and clients?