

Please Let Us Get to Know You Name: _____

1. Do you get Broker's support for an advertising budget? Yes No Used to
If so, how is your budget amount determined? (Check all that pertain):
 # of listings. # of active clients.
 Last year's productivity. Market conditions.
2. Where do YOU spend your advertising money? Estimate monthly expenses:
Newspaper \$ _____ Real Estate Magazines \$ _____
Google Ad Words \$ _____ On-line Advertising \$ _____
Radio, TV \$ _____ Flyers, Brochures, etc. \$ _____
Other: Type/\$ _____
3. Do you have an agent website? Yes No Used to
If so, monthly cost:
 < \$30 / month \$31 - \$100 / month.
 \$101 - \$300 / month > \$300 / month
Have you found your Agent website worth the investment? Yes No
URL(s): _____
4. What Contact Management tool(s) are you using? Paragon Outlook Top Producer
Other: _____
5. Where do you get your leads? (All that pertain)
 Duty Desk Personal referrals My Open Houses My Blog Broker
 Other Listing Agents' Open Houses My website Active Rain
6. Do you hold Open Houses? Yes No Used to.
If so, why? (All that pertain)
 To get leads. It pleases the sellers. Broker requires it. To sell the house
7. Where do you advertise your Open Houses? (All that pertain)
 Broker website My website Paragon TV
 World Herald Other websites, (e.g. Trulia, Zillow, Realtor.com, etc.)
Other : _____
8. How many emails/text messages do you receive each day? Email: _____/day Text: _____/day
9. Do you send your listings out to other websites? Yes No Used to
Is so, where? Craig's List HomeGain.com Trulia REALTOR.com Zillow Yahoo
Other _____
If so, why?
 Used simply as a Listing Tool Helps sell my listings. Gets me better "Google Juice"
 Other: _____
10. What would the PERFECT Agent website do for you?
