

# Agent Comparison Checklist

*If you're interviewing agents, here's a list of Marketing & Advertising Tools to compare.*

- | #1                       | #2                       | Joy & Larry                         | Real Estate Marketing Plan   |
|--------------------------|--------------------------|-------------------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 1. Multiple Listing Service with <i>MLS Enhancement Membership</i>                   |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 2. Yard Sign with <i>24-Hour Property Information Line</i>                           |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 3. Professional Home Stager • <i>Sell 50% Faster and for 8%-10% More Money</i>       |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 4. 30 Best Kept Secrets for Preparing, Staging & Showing! <i>Most Popular Guide</i>  |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 5. Top 7 Real Estate Websites <i>List Hub™ Syndication</i>                           |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 6. 350 Search Engines <i>List Hub™ Syndication</i>                                   |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 7. Over 76,000 Websites <i>List Hub™ Syndication</i>                                 |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 8. ALL Real Estate Company Websites • <i>Your listing is featured in ALL</i>         |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 9. Promotional Fact Sheet, Feature Sheet & Questionnaire <i>for Best Advertising</i> |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 10. Craigslist Advertising • <i>Worlds #1 Classified Advertising Service</i>         |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 11. YouTube™ Advertising • <i>Worlds #2 Search Engine</i>                            |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 12. Virtual Home Tour with <i>#1 Traffic Generating Tour Company in the US</i>       |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 13. Professional Quality Photography • <i>Guaranteed Quality!</i>                    |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 14. Professional Appointment Center • <i>Never miss one buyer call!</i>              |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 15. Home Warranty • <i>Most popular HW company among Realtors® nationwide</i>        |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 16. Open House • <i>Implement favorable criteria to garner the most traffic!</i>     |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 17. Special Buyer's Gift Package for YOUR NEW HOME! <i>Save \$1,000's</i>            |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 18. Great Relocation Resource • <i>For a Smooth transition to your NEW home!</i>     |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 19. New Mobile Technology Marketing System • <i>12 Times the Buyer Leads</i>         |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 20. Direct Connect • <i>80% of buyers talk with me, your Realtor®</i>                |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 21. Call-to-Action or Direct Response Advertising <i>for all Marketing</i>           |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 22. Captivating Verbal House Tour for <i>24-Hour Property Information Line</i>       |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 23. Brochure Box with <i>Direct Response Advertising Custom Brochures</i>            |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 24. Sign Rider with <i>24-Hour Property Information Line</i>                         |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 25. Mobile Marketing Response Channels • <i>Removes "Buyer Sales Resistance"</i>     |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 26. Lead Tracking System • <i>Measures advertisements for their success rate.</i>    |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 27. Infrared iBox Lockbox Security System or Traditional Combination Lockbox         |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 28. Direct Mail Campaign • <i>Just Listed Postcard • Direct Response Advertising</i> |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 29. Email Announcements & Broadcasts to Prospective Buyer Inquires                   |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 30. High Level Communication <i>Weekly Update Call • Monthly In-Person</i>           |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 31. <i>Meeting Full Time Realtor® • Since January 2006 • Top Producer</i>            |