

Commonwealth Report for Realtors

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1. Title Page
2. Acknowledgements
3. Introduction
4. Demographics
 - a. Where in the country are you located?
 - b. How long have you been in business?
 - c. What kind of office location do you have?
 - d. How many clients and potential clients did you have last year?
 - e. How many potential clients actually became clients last year?
 - f. What were your commissions last year?
7. Marketing Techniques
 - a. Which marketing techniques did you use last year?
 - b. Which techniques worked the best (indicate the top three)?
 - c. Which worked the least?
11. Office Assistance
 - a. Do you have an administrative assistant?
 - b. Do you feel you spend too much time on administrative tasks when you could otherwise be out attracting new business?
13. Referrals
 - a. At what point in a client relationship do you ask for referrals?
14. Advertising
 - a. What kinds of advertising have you done?
 - b. What was the most effective form of advertising?
 - c. Rank the overall effectiveness of your advertising?
15. Networking

- a. How often do you attend networking meetings?
- b. Which organizations have been most beneficial in attracting new business?

17. Direct Mail

- a. How often do you send out direct mail pieces?
- b. What kinds of direct mail have been most effective?

20. Telemarketing

- a. How many hours per week do you and your staff telemarket?
- b. What has been the effectiveness of telemarketing?

21. Leads

- a. Indicate the percentage of last year's new business that came from "cold" leads (i.e. prospects that responded to marketing, but otherwise had no previous relationship with you.)

22. Money

- a. How much money did you spend on marketing last year?
- b. Did your marketing efforts bring in less, about the same, or more than you spent on them?

23. Overall Success

- a. Overall, how would you rank your marketing success?

26. About the Author