

PARAGON REALTY GROUP

Agent Evaluation Checklist

Agent Name: _____

1. Trustworthiness and Integrity
 - a. Has a clear, written ethics policy
 - b. Willing to provide references from past clients
 - c. Transparent about all fees and commissions
 - d. Demonstrates commitment to putting client's interests first
2. Experience and Expertise
 - a. Years of experience in the local market
 - b. Number of transactions completed in the past year
 - c. Specializations or certifications relevant to your needs
 - d. Track record of success in your specific area of interest
3. Communication and Responsiveness
 - a. Preferred method and frequency of communication
 - b. Average response time to calls/emails
 - c. System for keeping clients updated on progress
 - d. Clarity and effectiveness of explanations
4. Market Knowledge
 - a. Familiarity with your target neighborhoods
 - b. Access to off-market or pre-market listings
 - c. Ability to provide comprehensive market analysis
 - d. Understanding of current market trends and predictions
5. Negotiation Skills
 - a. Track record of securing favorable deals for clients
 - b. Strategy for handling multiple offer situations
 - c. Approach to navigating complex negotiations
 - d. Examples of successful negotiations in challenging scenarios
6. Commission Rates and Fees
 - a. Clear explanation of all costs involved
 - b. Competitive rates compared to market standards
 - c. Transparency about any additional fees or charges

7. Marketing Strategy (for sellers)
 - a. Comprehensive marketing plan for your property
 - b. Use of professional photography and staging
 - c. Online and offline marketing tactics
 - d. Targeted approach to reach potential buyers
8. Availability and Time Commitment
 - a. Rapid response times for client communications
 - b. Availability for property viewings or meetings
 - c. Dedication of time and resources to your transaction
9. Client References and Reviews
 - a. Willingness to provide contact information for past clients
 - b. Online reviews and ratings from verified clients
 - c. Testimonials relevant to your specific needs
10. Understanding of Client's Needs
 - a. Process for assessing and understanding client requirements
 - b. Ability to tailor services to individual client needs
 - c. Attention to detail in client preferences
11. Industry Network and Connections
 - a. Relationships with other professionals in the industry
 - b. Access to a network of potential buyers or sellers
 - c. Connections that can benefit your transaction
12. Property Matching (for buyers)
 - a. Process for finding properties matching your criteria
 - b. Approach to scheduling viewings efficiently
 - c. Strategy for identifying properties before they hit the market
13. Guidance Through the Process
 - a. Step-by-step explanation of the buying/selling process
 - b. Resources provided to educate clients
 - c. Support offered at each stage of the transaction
14. Paperwork and Legal Expertise
 - a. Knowledge of required documentation
 - b. Attention to detail in contract preparation
 - c. Access to legal resources if needed
15. Technology and Tools
 - a. Use of modern real estate technology
 - b. Online platforms for document signing and transaction management
 - c. Virtual tour capabilities
 - d. Use of data analytics for market insights

16.Pricing Strategy

- a. Method for determining accurate property values
- b. Strategy for pricing to sell (for sellers)
- c. Ability to identify fairly priced properties (for buyers)

17.Patience and Willingness to Explain

- a. Approach to answering client questions
- b. Willingness to explain complex concepts
- c. Patience with first-time buyers or sellers

18.Professional Credentials

- a. Relevant certifications and designations
- b. Ongoing professional development
- c. Memberships in professional organizations

19.Personality Fit

- a. Communication style
- b. Values alignment
- c. General rapport and comfort level

20.Financing Knowledge

- a. Understanding of various mortgage options
- b. Relationships with lenders
- c. Ability to explain the financing process to clients

21.Problem-Solving Abilities

- a. Approach to handling unexpected issues
- b. Examples of creatively overcoming obstacles in past transactions
- c. Resourcefulness in finding solutions

22.Specialized Property Expertise

- a. Experience with specific property types (e.g., luxury, commercial)
- b. Knowledge of unique aspects of specialized properties
- c. Network in specialized markets

23.Support Staff and Resources

- a. Size and capabilities of the agent's team or brokerage
- b. Access to additional support staff
- c. Resources available to ensure smooth transactions

24.Flexibility in Working Hours

- a. Availability outside standard business hours
- b. Willingness to accommodate client schedules
- c. Responsiveness during critical phases of the transaction

25.Community Involvement

- a. Knowledge of local community and amenities
- b. Involvement in local organizations or events
- c. Understanding of community development plans