



COMPETITOR SURVEY

Company: _____ Units Sold: _____ Volume: _____

of Agents: _____ Top Agent & Volume: _____ # with no volume: _____

with <\$2Mil in volume: _____ # with \$5-10Mil in volume: _____ # with \$2-5Mil in volume: _____

Affiliation: Mortgage, Title, Closing Services, Etc.

Reputation/Image:

Marketing Activities:

Services Offered to Consumers:

Services Offered to Agents:

Sales Tools:

Commission Structure:

Support Staff:

Office Facilities:

Training Offered:

What Agents Pay for:

What the Company pays for:

Recruiting Methods:

Termination Policy for Agents with Active Listings:

Who gets Perks?

