



Real Estate. Reinvented.®

Start Up Expenses	Newport News	Williamsburg
DPOR Application Fee	\$170	\$170
Association Application/1 year dues*	\$1124	\$930
REIN MLS new agent orientation and 1 st quarter fees	\$189	\$189
VPAR key Issuance Fee	\$50	optional
WMLS Sentricard Activation Fee	Optional	\$50
WMLS fees 1 st quarter	Optional	\$182
*prorated based on month joined, may be less		
Total	\$1533	\$1521
Ongoing Expenses		
VPAR/NAR/VAR dues	\$514/year	
WAAR/NAR/VAR dues		\$581/year
VPAR mls key	\$65/quarter	
WMLS mls key		\$182/year
REIN dues	\$189/quarter	\$189/quarter
WMLS/Flex dues		\$159/quarter
Liz Moore Technology fee	\$33/month	\$33/month
E & O insurance	\$350/year	\$350/year
Total	\$2276	\$2901

Questions to Ask When Interviewing Real Estate Agencies

Manager: _____ Date: _____

Company Name: _____

1. Please briefly describe your vision for your office.
2. How do your customer service standards differ from your competition?
3. How many transactions did your office close last year?

What is your goal for this year?

Are you on track for that goal?
4. How many agents do you have in your office?
5. What is the average agent income in your office?
6. What did your top producers earn last year?
7. On average, how many training classes do you conduct in your office each month?
 - a. Describe your basic training program.
 - b. What kind of advanced training is available after the Basic Training series?
 - c. On average, how many agents attend your advanced training classes?
 - d. May I have copies of both your basic and advanced training schedules for the past few months?
8. Do you write business plans with all of your agents?
 - a. I have an income goal of \$_____. Would you please outline a quick plan of what I would need to do in my

first 12 months to earn that?

- b. What type of production reports do you provide your agents?
9. What systems do you have in place to help me reach my goals?
10. What do you consider the 3 most important functions you perform as a manager?
 - a. Do you sell as well as manage?
 - b. How often do you meet with your agents one-on-one?
11. What are the top 5 qualities you look for in an agent?
12. How many new agents did you hire last year?
 - a. How many transactions did you expect your new agents to close in their first year?
 - b. How many of the new agents you hired last year achieved their minimum?
 - c. What is the average income of a new agent, in their second year of production in your office?
13. How many experienced agents did you hire last year?
 - a. What was their main reason for transferring?
 - b. What was their average production increase?
14. How many experienced agents left your office last year? What were there reasons for leaving?
15. Please describe your profit sharing/bonus programs.

16. Please describe your support staff positions.

- a. Receptionist (how are incoming calls handled?)
- b. Production Secretary (duties)
- c. Marketing Coordinator (duties)
 - Who installs for sale signs? Cost?
 - Who takes photos for marketing? Cost?
 - Who prepares feature sheets? Cost?
 - Who manages monthly mailings? Cost
 - What personalized marketing materials are available? Cost?
- e. Staff Attorney
- f. Director of Finance
 - How often are agents paid?
 - What types of fees do you charge your agents (franchise, tech, desk, admin, etc.)?

17. Please describe your Marketing Strategy.

- a. How and where are properties advertised?
- b. Does the company or agent pay for advertising?
- c. How is your direct mail program managed?
- d. Does the company or agent pay mailing costs?
- e. What is your online marketing strategy?

18. What is your view of technology and the real estate industry?

19. Tell me why your office is the best place to work for an agent who is committed to being extremely successful...what sets this office apart from other offices in the area?