

The 26 Questions of the Needs Analysis

Recruiting is about growing and developing with agents, not about keeping things the same. Needs change. Big Whys get achieved. Life happens. If agent needs are a moving target, you have to be moving faster.

“(Agent’s name) thank you for taking the time to get together.”

“As I mentioned over the phone, I specialize in helping agents build their business. So in order for me to be able to give you some additional ideas and strategies I would like to spend a few minutes getting to know you and learning more about your business. Would that be OK?”

1. (Agents name) Tell me about yourself, How long have you been in real estate? What did you do prior?
2. What is your vision for your business? Do you feel like you have reached your potential? Would you describe your business this year as growing, declining, or flat? (If it’s not growing, “Does that concern you?”)
3. How many closings did you have last year?
4. How many closings have you had, year to date?
5. What is your income goal for this year?
6. Are you on track to hit your income goal? (If no, is that a concern to you?) Who is coaching you to hit your goals?
7. You said your income goal this year is_____. What is significant about that number?
8. When you hit that income goal, how will things change for you and your family?
9. Is that important to you? On a scale from 1-10, how important?
10. If you don’t reach your goal is that OK with you?

11. What do you need to do from this point forward to accomplish your goal? (If they give you an answer, ask “Have you tried this approach before? Did it work? Why or why not?)
12. What is the biggest challenge you are having in your business?
13. Have you or your broker implemented any programs or strategies to help you with your challenges?
14. Does it appear you are generating enough leads?
15. Where do you generally get your business from? (Referrals, past clients, etc.)
16. How many people do you have in your sphere and past client database?
17. How many transactions per year do you get from those groups? (If it's not 15%, you have an opening and opportunity)
18. If I could show you how to get a 10% return every year from those groups, would that be something you would like to discuss?
19. What do you see is holding you back from reaching your goals in real estate?
20. If you had support and guidance in those areas, could you do more transactions? How many do you think you could add per year?
21. From your perspective, describe the “ideal office”.
22. How important is it to you to be part of a high-energy positive, environment? Do you think an environment like that could add any additional transactions to your business if so, how many?
23. Do you have that kind of environment today? Could that be one of the things that are holding you back?
24. Do you think if you had the right partner and coach supporting you every day, it would impact your business? How so?
25. Paint a picture of your business 2-3 years from today.
26. Would you agree that if you want to get a different result than you are getting today, you will need to make changes to your strategies, activities, and environment?

