

Date: 10-May-2018

Agent: Sam Johnson

Seller: John Sampson

Property: 565 N Cahuenga Blvd Los Angeles, CA

Demographics

Question	Answer
Gender	Male
Age Group	35-44 years





Marketing Source

<input type="checkbox"/> Not Selected	<input checked="" type="checkbox"/> Selected
<hr style="border: 1px solid red;"/> Yard Sign Agency/Office/Agent website Other property website/portal Advertisement in local paper Advertisement/classifieds in major paper Local property magazine Radio/Outdoor/TV Advertising Social Media (Facebook/Twitter etc.) Personalized Direct Mail / Flyer Saw the local office Internet Search (eg Google/Bing etc) Yellow Pages or other Directory Referred by a friend/relative or business associate Agent/Office contacted you Other	<hr style="border: 1px solid green;"/> Previously dealt with Agent/Office

The Sale : Information

Question	Answer
Did you purchase another property prior to this Sale?	No
How was the client's property sold?	For Sale
Did the Seller consider other agencies when selecting your Brokerage?	No
How long did it take for the client to sell the property?	Up to two weeks

Appraisal : Factor of Influence

Question	Answer	Level
Sales Record in the area	Critical	
Understanding of our needs and requirements	Critical	
Broker Commission	Critical	
Properly estimating the sale price of your home	Critical	

Question	Answer	Level
Local Knowledge	Critical	
Suggested Marketing Plan for property	Critical	
Recommendation from friend/relative	Critical	
Had dealt with Agent/Broker previously	Critical	
Comments regarding the Appraisal and Appointment	-	

The Sale : Satisfaction Ratings

Question	Answer	Level
Sales Campaign Planning	Excellent	
Sales Campaign Delivery	Excellent	
Print Advertising	Excellent	
Online Advertising	Excellent	
Other Advertising	Excellent	
Yard Sign	Excellent	
Inspections/Open Houses	Excellent	
Negotiations with prospective buyers	Excellent	
Value for Money	Excellent	
Sales Result	Excellent	
The exchange of contracts	Excellent	
The Closing	Excellent	
The handling of deposit money/escrow	Excellent	

The Agent : Performance Ratings

Question	Answer	Level
Polite	Excellent	
Understanding	Excellent	
Friendly	Excellent	
Patient	Excellent	
Knowledgeable	Excellent	
Helpful	Excellent	
Trustworthy	Excellent	
Professional	Excellent	
Timely communications	Excellent	
Clear communications	Excellent	
Accessible	Excellent	

Question	Answer	Level
Respectful	Excellent	
Approachable	Excellent	
Comments regarding the Agent	-	

Other Broker Staff : Performance

Question	Answer	Level
Performance of other Broker staff	Excellent	
Comments regarding other Broker staff	-	

Overall Satisfaction

Question	Answer	Level
Overall satisfaction regarding the Sale	Excellent	
Overall Satisfaction Comments	-	

Recommendation

Question	Answer	Level
Would use Broker's services again	Strongly Agree	
Would use Agent's services again	Strongly Agree	
Would recommend Broker to family and friends	Strongly Agree	
Would recommend Agent to family and friends	Strongly Agree	

Satisfied Seller

Question	Answer
Improvement Comments	-

Testimonial

Question	Answer
Would you like to provide a testimonial for Agent	Yes
Customer Testimonial	tasdf
Testimonial Name and Suburb	Jeremy, Tahoe

Referral to Management

Question	Answer
Dissatisfied Seller Comment	-
Would you like to be contacted by Management	-
Seller Contact Number	-