

REAL ESTATE AGENT MARKETING/BRANDING TEST

*Please
circle one*

- | | | | |
|-----|---|-----|----|
| 1. | I have a closed client list of min 250 past clients. | yes | no |
| 2. | I have a Top 50 favorite past client list, and I call 12 weekly (25x12 program). | yes | no |
| 3. | I send out 5 hand-written gratitude cards every week. | yes | no |
| 4. | I have coffee or lunch with a min of 5 local business ppl a month. | yes | no |
| 5. | I direct mail to my database of at least 250 contacts once a quarter. | yes | no |
| 6. | I call all of my past clients to do annual real estate reviews four years back. | yes | no |
| 7. | I have a Top 50 VIP list, and I call 12 weekly. | yes | no |
| 8. | I send 1000 video emails per month. | yes | no |
| 9. | I have a min of 50 5-star reviews on my Google Business Page. | yes | no |
| 10. | I am super clear on my Value Proposition in 3 sentences or less. | yes | no |
| 11. | I attend one marketing mastermind training every month | yes | no |
| 12. | I send hand-written BD cards/gift to my Top 50 VIPs and Top 50 Favorite Past Clients. | yes | no |
| 13. | I host a past client/Top 50 VIP Business PPL happy hour every month. | yes | no |
| 14. | I operate a private client Facebook group for my VIP past clients. | yes | no |
| 15. | I post market valuable content on IG/FB a min of 3x a week. | yes | no |
| 16. | My personal brand is clear, professional less than 2 fonts and 2 colors. | yes | no |
| 17. | My headshot is updated in the last 6-months, and I have 3+ lifestyle pics I use. | yes | no |
| 18. | I leverage ChatGPT (or AI) to upgrade my content, hooks, and social media. | yes | no |
| 19. | I have a completed All About You Form on all closed Clients. | yes | no |
| 20. | My website is updated, custom, and reflects my brand and market expertise. | yes | no |

TOTAL POSSIBLE "YES" SCORES IN THIS SECTION = 20

YOUR SCORE _____

SCORE CARD:

Score 17 – 20: You are doing the work and your income should be \$250,000 - \$1,000,000.

Score 12 – 15: You are on your way and your income should be \$125,000 - \$300,000.

Score under 12: You are not standing out. You're not running a good real estate business.

*Courtesy of Dan Keller, mortgage advisor and coach in the Core Training. Message Dan at
(425) 350-7136 for more info on the test or joining the Core Training Coaching Program!*