



Step Ahead Training™

America's Top
Real Estate Training Program

StepAheadRealEstateTraining.com

Competition Analysis

Agent _____ Company _____

Address _____ Office Phone _____

City _____ Age _____

Years of Experience _____ Yearly Volume _____ Credentials _____

Farm Area _____ Years in Farm _____ # of Houses _____

Current # of Listings _____ # of Yard Signs _____

Reputation in Community _____

Reputation with Other Agents _____

Personality Type _____ Specialty _____

Assistants _____

	POOR	FAIR	GOOD	EXCELLENT
Institutional Advertising				
Classified Advertising				
Direct Mail				
Cable Television				
Listing Expired Listings				
Listing FSBOs				
Agent Referrals				
	YES	NO		
Uses Personal Brochures				
Video Brochure				