Below are questions about this month's sales meeting content you can ask during agent mentoring sessions. Choose the questions that are the most relevant for each individual. These inquiries will keep agents accountable and help them apply new ideas. Furthermore, you will show that agent growth and success are your priority.

General Questions

- How do you differentiate yourself from other real estate agents in the area?
- How do you handle challenges or setbacks in your business, and what have you learned from them?
- How do you measure the success of your business plan? What metrics or key performance indicators (KPIs) do you track?
- What support can I offer to make your business plan successful?

Learning Sprint Questions

Create Your Business Plan – Part 1

Year in Review

- What are some of your real estate successes from the past year that you are proud of?
- What was your greatest real estate challenge in 2023?

Mission Statement

- Tell me your mission statement. *Agents should memorize their mission statements and be comfortable saying it out loud.*

SWOT Analysis

- Please share with me your strengths and weaknesses.
- What opportunities and threats have you identified in your market?

Create Your Business Plan – Part 2

Goal Setting

- What specific goals do you have for your business, both short-term and long-term?

Budgeting

- What is your approach to budgeting and financial management?
- Can you describe how you allocate resources to various aspects of your business plan, such as marketing, client services, and business development?

Create Your Business Plan – Part 3

Action Plan

- How do you communicate effectively with your clients throughout the buying or selling process?
- What is your approach to networking and building relationships within the real estate community?

Marketing Strategy

- What marketing strategies do you use to attract potential buyers and sellers?

Monthly Goal Setting

- Are you on track to achieve your monthly goal(s)?
- How can we help you achieve your monthly goal(s)?