COMPREHENSIVE AUDIT

This form is designed to navigate you through an audit process encompassing all key systems crucial for seamless operations within your team. This exercise serves as a snapshot in time to understand where you excel and where you may have gaps. This form should be filled out by ALL operations/administrative team members.

Comprehensive Audit Table of Contents

Details for the audit of each section below available via the Real Estate Exit Blueprint Course.

1. Introduction

The four stages of an audit are:

1. Objective
2. Creation
3. Execution
4. Reporting

Your first step will establish your current baseline. As you move through your process you will create solutions and plan execution with as many details as possible before reporting results or areas of improvement. Update these answers as your progress unfolds. Remember you cannot manage what you cannot measure therefore, have your items reflect SMART goals – Specific, Measurable, Attainable, Relevant, and Timely - to enable this exercise to have its fullest opportunity to inform, uncover weakness and possibilities.

Allocate several hours for this audit.

Email: _____

What is your name? _____

What is your business name? _____

How many years has the business been active? _____

What is your role? _____

How long have you been in your role? _____

If you have moved through roles on the same team, include your total time in all roles with your team:

What parts of your job are the most enjoyable?

What parts of your job do you feel take the most time or is a frustrating process to complete?

2. Overall Team Data Points

How many agents do you have on the team right now? _____

How many agents did your team bring on last year and how many of them are still with you? _____

What is the net agent goal for this year? _____

What gross commissions did your team make last year? _____

How many units did your team sell last year? _____

What is the team's current average price point? _____

What would you like it to be? _____

What is the number of sales per price band below?

Under $200,000 _____ $1,000,001-$1,500,000 _____

$200,001-$500,000 _____ $1,500,001-$2,000,000 _____

$500,001-$750,000 _____ $2,000,001-$3,000,000 _____

$750,001-$1,000,000 _____ $3,000,001+ _____

Describe your operations team - who is on the team and what are they responsible for?

Includes operations manager, transaction coordinator, listing manager, virtual assistant, executive assistant, etc.

Role   **Responsibilities**

1. _____   1. _____

2. _____   2. _____

3. _____   3. _____

3. Creating and Measuring Impactful Results

What three words best describe your team today?

1. _____

2. _____

3. _____

Do you utilize a written document to notate goals both professional and personal? **Yes ____   No ____**

Review it and elevate it. **Completed ____**

What is the cadence of review and accountability?

Have you and your leadership team agreed on a set of measurable goals for you to track your progress? What are the top 5 and which ones are moving the needle?

Goals   **System to Support**

1. _____   1. _____

2. _____   2. _____

3. _____   3. _____

4. _____   4. _____

5. _____   5. _____

Rate the effectiveness for each of the above systems in supporting you to create and measure impactful results in your role:

It does not exist or is not effective ◯ ◯ ◯ ◯ ◯ **It is very effective**
                                           1 2 3 4 5

4. Team Productivity

When you come in to work each day, do you have your day planned out or do you jump right into overwhelm and chaos?

Do you regularly have uninterrupted time blocked for projects that directly support team growth or implementation of tasks that support the team? If so, what does that time block look like?

Rate your ability to complete tasks that lead to growth on the team:

Not Satisfied ◯ ◯ ◯ ◯ ◯ **Satisfied**
                   1 2 3 4 5

What is your current cadence of team meetings (either in person or on zoom) at a consistent time where the focus is on upskill and practicing scripts?

Do you feel the content and cadence are effective for preparing your agents to go into focused lead generation time immediately following? **Yes ___ No ___**

What is the expectation and frequency of individual coaching?

What is the expectation on on-going training, education and conferences?

Are there team building activities and events scheduled throughout the year?

What is the process for team members to share constructive feedback and suggestions?

Do you have any systems in place for a regular cadence of mass action done as a team? (Call nights, Inventory Creation Days etc.) **Yes___ No ___**

If yes, what does it look like, and do you feel it is effective at increasing productivity? Is there a buy-in by teammates?

Who on your team is responsible for the above systems? Or who would be responsible if they do not exist?

What is the breakdown percentage of business?

Sphere _____   Agent Referral _____   Team Referral _____

Open Houses _____   Paid Lead _____   Expired _____

Agent Referral _____   Client Referral _____   Mailer _____

Social Media _____   Door knocking _____   Website _____

Events _____

What is the percentage breakdown of each agent's production for the team?

Per Agent Production:

Current: _____ Goal: _____

What percentage of production is attributed to the team lead? _____**%**

What is the goal for the percentage of production attributed to the team lead? _____**%**

What would system improvement look like to you for impacting your Team Productivity?

In what ways does your team recognize and celebrate achievements and contributions?

How could these recognition practices be improved or expanded to better motivate, engage and retain team members?

In your opinion, what are the top 3 initiatives that would increase team productivity?

1. _____
2. _____
3. _____

5. Team Management System

Are your team standards clearly outlined in writing? **Yes___ No ___**

How and where are all processes documented currently?

Do you feel confident that if your administrative and operations leadership moved tomorrow, someone else would be able to keep everything progressing based on the level of documentation in place? **Yes _____   No _____**

What systems/processes does the operations leader(s) run that are not currently documented such that someone else could come in and run them?

Does the team have a survey or feedback system in place for team members to offer ideas and constructive criticism? **Yes _____ No _____**
If yes, please describe:

Does your team execute performance reviews for employees and agents? **Yes _____ No _____**
If yes, please describe along with frequency:

6. Database System

When a new lead enters your CRM, what is the system for their first connection and follow ups after that?

What are the standards you have to receive team-paid leads?

What happens when an agent is not meeting the lead standards you have set?

What is your current process for auditing the health and accuracy of your database?

Do you have a system to get a quick glance at your goal to actual for units, volume, and GCI for the team? What about for each agent?

What metrics do you leverage on database activity to coach your agents currently?

What is your system for following up on contacts until they become clients?

What improvements can be made in that system?

1. _____
2. _____
3. _____

After a client buys or sells with your team, what is the plan to stay top of mind as their resource for everything related to real estate and wealth building via real estate?

What percentage of your team's business comes from repeat clients and referrals from clients? You can estimate if you are unsure: **Repeat _____% Referral _____%**

After a closing where you represented the seller, do you have a light-touch system to follow up with the buyer(s) of the listing?

7. Transaction Processes

Check off all the following that you have an automatic and/or automated system to process:

□ Pre-listing
□ Active Listing
□ Listing Marketing
□ Open Houses
□ Buyer and Seller Pending
□ Pending Closing Date Change
□ Buyer and Seller Closing
□ Any Applicable Supplements for Transaction Types (commercial, land, etc)

□ Listing Cancellation
□ Listing Expiration
□ Price Improvement
□ Showing Feedback
□ Under Contract Termination
□ Obtaining Referrals from Clients
□ Tenant follow-up
□ None of the above

What does your team's operations department provide during the pre-list/active listing process and what do the agents do?

Operations

1. _____
2. _____
3. _____
4. _____
5. _____

Agents

1. _____
2. _____
3. _____
4. _____
5. _____

What does your team's operations department provide during the seller or buyer contract to close the process and what do the agents do?

Operations

1. _____
2. _____
3. _____
4. _____
5. _____

Agents

1. _____
2. _____
3. _____
4. _____
5. _____

When communication cannot be automated, do you have templated emails to serve as a best practice, available to teammates? **Yes_____   No _____**

What is the process for asking for feedback from your clients during and after their transaction?

What is the process for asking for referrals from your clients during and after their transaction?

What tasks do you currently leverage to virtual assistants for any part of your transactions (listing coordination, TC, marketing, CRM management)

Do you have an automated way to pull financial and lead source data from your transactions where you process them or do you have to duplicate data entry into one or more other systems? **Yes ____ No ____**

How well does your transaction management system integrate with your tools and platforms? Describe any challenges:

Rate the overall effectiveness of your transaction system in terms of efficiency and service level to agents and clients:

Not efficient and/or low service level ◯ ◯ ◯ ◯ ◯ **Very efficient with high service level**
1   2   3   4   5

Is there any context you'd like to add based on your above answer?

What opportunities do you see for improvements in your transaction system?

What opportunities do your agents/operator see for improvements in your transaction system based on feedback you have received?

On average, how many hours a week does your in-house operations team spend:
Supporting a transaction: _____   Processing a transaction: _____

8. Marketing System

Do you measure your return on investment (ROI) on marketing spending? If yes, how?

Do you have a written marketing plan for the year? **Quarterly?_____ Monthly? _____**

Do you feel your marketing efforts are impactful in generating new business? **Yes___ No ___**
If not, how could they be improved?

Do you feel your marketing efforts are impactful in nurturing existing client business? **Yes___ No ___**
If not, how could they be improved?

Do you feel your marketing efforts are effective in keeping existing clients happy? **Yes___ No ___**
If not, how could they be improved?

What is the breakdown of the marketing efforts by the top 3 ROI?

Marketing Effort   **ROI**

1. _____   _____

2. _____   _____

3. _____   _____

What is your current system for open houses:

How do the agents inform you of an open house? _____

How is it marketed? _____

What is the system for lead generation around it? _____

How are the leads captured and followed up with? _____

How is the seller provided feedback on the open house effort? _____

What is your digital marketing efforts?

What is the system for lead generation around it? _____

How are the leads captured and followed up with? _____

How can this be improved? _____

What is your current system for mailed items? What is the frequency?

Is there a requirement that needs to be met in order for an agent to have this expense covered?

What types of mailers are sent?

□ Just Sold Postcards
□ Just Listed Postcards
□ Data Driven Postcards
□ Quarterly Market Reports
□ End of Year Announcement

□ Buyer Seeking Letters
□ Expired and Withdrawn Letters
□ Tenant Prospecting Letters
□ Holidays
□ Other _____

What is the system for lead generation around these mailers?

How are the leads captured and followed up with?

How is this tracked?

How can this be improved?

What is your current system for digital marketing:		**Do the sources create leads? Rate the effectiveness:**	
Effort	**Effectiveness (1 = low, 5 = high)**	**Effort**	**Rate / What improvements should be made**
□ Newsletters	_____	□ Newsletters	_____
□ YouTube	_____	□ YouTube	_____
□ Website	_____	□ Website	_____
□ Land Pages	_____	□ Land Pages	_____
□ Email Drips	_____	□ Email Drips	_____
□ Text Outreach	_____	□ Text Outreach	_____
□ Video	_____	□ Video	_____
□ Other	_____	□ Other	_____

How are the leads captured and followed up with? How can this be improved?

What is your paid third-party advertising partnerships and their results:

Source   **Results**

1. _____   _____

2. _____   _____

3. _____   _____

How can this be improved?

What is your process for reviewing and approving marketing before it is made public?

How many hours a week does your team invest creating graphics/flyers/social posts for listings, open houses, team member celebrations, recruiting, etc.? _____

What tool is used to automate the above processes so it is not all manual work? _____
What does that tool do for you?

What is your established system for prompting clients and vendors to leave reviews? _____
What are those platforms and what is the current review count:

Platform   **Current Count**   **Goal**

1. _____   _____   _____

2. _____   _____   _____

3. _____   _____   _____

9. Referral System

What is unique about how you process referrals with your brokerage?

What is your system for following up on referrals that your team receives or sends out to other agents?

How do you reward those client referrals?

What is your system for following up on referrals that your team receives from clients?

How do you reward those client referrals?

What percentage of your business is **inbound agent referrals? _____% Outbound? _____%**

10. Follow up System

Does the process exist?   **What improvements should be made?**
□ Of open houses attendees   _____
□ For open house sellers   _____
□ Current Tenants   _____
□ Current Landlords   _____
□ Agent Referrals   _____
□ Client Referrals   _____

11. Technology System

Check off all of the tools that you are actively using:

□ CRM for leads/people   □ Canva
□ CRM for transactions   □ Document storage system (ie Google Drive)
□ Pond Feature for leads   □ Dialers
□ Third party Marketing Platforms   □ Office phone answering system
□ Third party Social Media Platforms   □ Docusign
□ Third party Recruiting Platforms   □ IDX
□ Seller Portals for listing updates   □ Slydial
□ Project Management System   □ Evernote
□ Automated marketing   □ Virtual Staging
□ Video   □ Other: _____

What are the top 5 tools most important to the success and growth of your business?

1. _____

2. _____

3. _____

4. _____

5. _____

Is there any context you'd like to add based on your above answer?

What would improvement look like to you related to systems for Leveraging your Tech?

12. Team Growth

What tasks are led by operations in recruiting new and experienced agents on your team?

Who is primarily responsible for recruiting to the team?

Aside from the person/role listed above, how many agents does the Operations Team recruit on average a year? _____

How many agents does the Sales Team recruit on average a year? _____

Describe your systems and the results for consistently marketing agent opportunities at large to engage recruits:

System

1. _____

2. _____

3. _____

Result

1. _____

2. _____

3. _____

Do you have a system for regularly connecting with co-brokers on your deal that could lead to securing a recruit? *If yes, please describe*

Describe any initiatives in-person or virtual, and results for agent recruiting (masterminds, prospecting parties, call nights etc.)

Event

1. _____

2. _____

3. _____

Result

1. _____

2. _____

3. _____

Once you get interest from a recruit, what is your "interview" and due diligence process that they go through before being invited to join the team?

Rate the effectiveness of your current recruiting system for new and experienced agents:

Not effective or not existent ◯ ◯ ◯ ◯ ◯ **Very effective**

　　　　　　　　　　　　　　　1　2　3　4　5

What opportunities do you see for improvement in your recruiting system?

Are all of these steps documented? If yes, how?

Rate the effectiveness of your onboarding system:

Not effective or not existent ◯ ◯ ◯ ◯ ◯ **Very effective**

1   2   3   4   5

What opportunities do you see for improvement in the onboarding experience for agents?

What is the format for training new agents?

What is the format for coaching agents?

Who on your team is responsible for the above systems? Or who would be responsible if they do not exist?

How many agents have joined the team in the last 3 years? _____

How many agents have remained on the team of those who joined in the last 3 years? _____

13. Financial System

Who makes up your financial team ? (accountant, bookkeeper, financial advisor?)

Name   **Role**

_____   _____

_____   _____

_____   _____

What is the current process your team follows to provide data needed for accounting and financial reporting?

What areas could be improved?

How do you collect and upload receipts for expense tracking?

What are the key financial KPIs your team uses to measure financial success?

How are they tracked, reviewed and used for team growth planning?

How often do you review your financial statements or P and L?

What is the current percentage of GCI allocated to advertising? _____ What is the goal? _____

What is the current cost of sale percentage ? _____ What is the goal? _____

What is the current total expenses percentage? _____ What is the goal? _____

What is the current profit percentage? _____ What is the goal? _____

What is the current percentage of GCI allocated to property directly? _____ What is the goal? _____

What is the current percentage of GCI allocated to advertising? _____ What is the goal? _____

What is the current percentage of GCI allocated to lead generation? _____ What is the goal? _____

What is the current percentage of GCI allocated to staffing? _____ What is the goal? _____

What is the current percentage of GCI allocated to occupancy? _____ What is the goal? _____

What is the current percentage of GCI allocated to technology? _____ What is the goal? _____

Do you have a set budget?_____

Have you or a team member renegotiated any vendor contracts in the past 6 months? Yes_____ No_____

If yes, what was the percentage or dollar amount savings? _____

What weaknesses do you see in your budget?

What opportunities do you see to save money?

14. Client Care

Is there a written internal and external client service standard distributed to all team members?
Yes_____ No _____
If yes, please describe:

If no, who could be responsible for developing one, when could that be accomplished?

Do you have a written plan to communicate with clients throughout the transaction? **Yes_____ No _____**
If yes, please describe:

If no, who could be responsible for developing one, when could that be accomplished?

Do you have a written plan to support clients throughout the transaction? **Yes_____ No _____**
If yes, please describe:

If no, who could be responsible for developing one, when could that be accomplished?

Do you have a written plan to support clients after the transaction? **Yes_____ No _____**
If yes, please describe:

If no, who could be responsible for developing one, when could that be accomplished?

What client services elements are you monitoring?

What quality control measures are in place for client services?

Do you offer client concierge services? **Yes_____ No _____**

If yes, what are your top 3 above and beyond client support services?

1. _____

2. _____

3. _____

Do you offer a vetted vendor book or vendor list to share with clients? **Yes _____ No _____**

How do you monitor and respond to customer service issues?

Where does your team excel at the customer service experience?

15. Virtual Assistant

Do you have a process or third-party company for sourcing and interviewing potential VA candidates?
Yes _____ No _____
If yes, please describe:

Whether you have VAs currently or not, do you feel you have a good handle on the types of tasks that can be leveraged to a VA? **Yes _____ No _____ If yes, how many VA's do you employ? _____**

Who are they, what is their focus and what is their compensation structure?

Name	Focus	Compensation
_____	_____	_____
_____	_____	_____
_____	_____	_____

List the top 6 VA Tasks that are currently performed for your team per VA:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

When is the last time your team has audited tasks that could be added to a VA's tasks? _____
Can you commit to an audit? Who will be responsible for it and when will it be completed?

_____

What additional tasks could be leveraged to your VA's?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

If applicable, what is your process for onboarding VAs to provide a positive experience for them and set them up for success on your team? Write n/a if you have never used a VA and are not prepared to make that improvement.

If applicable, how do you communicate with your VAs and keep them as a strong part of your team culture? Write n/a if you have never used a VA and are not prepared to make that improvement.

16. Online Presence/Reputation Management

What is your current social media strategy?

Do you have all team accounts noted and are you aware if the platforms are actively being used?
Yes _____ No _____

Social Media Platforms (check all that apply):
□ Facebook   □ Instagram
□ X   □ TikTok
□ Snapchat   □ Pinterest
□ Reddit   □ LinkedIn
□ Quora   □ Tumblr

Who is responsible for these accounts?
Review all. Are there any duplicate, unofficial accounts? And if so, remove.

Is your brand and messaging consistent?	**If not, which platforms must be addressed?**
□ Profile Picture	
□ Cover or Banner Image	
□ Bio or description of company	
□ Username	

What hashtags are official for your team?

What social media do you use consistently? What are the results of that initiative?

Platform	**Performance (engagement, impressions, followers)**
_____	_____
_____	_____
_____	_____
_____	_____

What is the referral traffic count for each platform? (The volume of traffic directed from your social media platforms to your company website)

_____

_____

_____

_____

Does your social media require an outside agency for content and/or execution? **Yes** _____ **No** ___
If yes, for what tasks:

Do you plan out your initiatives in advance? If yes, Is this done for the year in advance or what is the cadence?

Do you use Google Business or other online strategies to affect your online presence and reputation management?

Rate the effectiveness of your current online presence/reputation management strategy in generating business for your team:

Not effective or don't use it   ◯ ◯ ◯ ◯ ◯   **Very effective**
　　　　　　　　　　　　　　　　1　2　3　4　5

 What suggestions would you give to improve the rating above?

What is your team policy on content for agent or employees personal social media accounts?

Based on your rating above, do you feel the work you are doing for your online presence/reputation management is worth the time that it takes in terms of ROI? **Yes** _____ **No** _____
Please provide context for your answer:

Consider performing a SWOT analysis specific to social media.

17. Team Meetings & Team Events

What meetings or events are hosted for the team? Check all that apply:

□ Weekly Sales Team   □ Birthday Gatherings   □ Yearly Business Planning
□ Daily Sales Stand-ups   □ End of Year Awards   □ Inventory Creation Day
□ 1:1 Accountability   □ Weekly Leadership Team   □ Holiday Celebrations
□ Quarterly Business Planning □ Daily Admin Stand-ups   □ Other _____
□ Prospecting Day   □ Group Education

If you currently run events for your team with the goal of increasing morale and building culture, please describe:

If you celebrate team member wins with awards or some other recognition on a recurring basis, please describe

 If you celebrate team member milestones in any way, please describe (first listing, first pending, etc.)

What team building events would you like to see hosted?

Describe the opportunities for team members to provide feedback to leadership:

Where and how could that be improved?

Consider hosting an event for all team members to share feedback on team meetings and events. Consider this to be executed frequently.

18. Client Events

Do you currently run events for your clients? **Yes___ No ___**
If yes, what is your primary purpose? Client retention? Client referrals? Client reach?

If yes, what are they? And what is the cadence? What are the results? What is the budget?

Event	Cadence	Results (# of Leads)	Budget
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____
5. _____	_____	_____	_____

Is there an existing playbook for each event that lists step-by-step execution including marketing efforts?

Event	Playbook Status	Completion	Due	Assigned to
1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____

Rate the effectiveness of your client/sphere event system for bringing in business to your team:

Not effective or don't do them ◯ ◯ ◯ ◯ ◯ **Very effective**
                                                          1   2   3   4   5

Is your team involved in attending and/or inviting clients to your events? **Yes___ No ___**
Please provide context to that answer:

Who on your team is responsible for the above systems? Or who would be responsible if they do not exist?

What would improvement look like to you related to systems for Executing Impactful Events?

Do you have a system for post event engagement?
If yes, please provide:

What is the total budget for yearly events? _____

In your opinion, what are the top three priorities in improving the client experience at these events?

1. _____

2. _____

3. _____

19. Final Overall Thoughts

Are your systems and processes reliable without any one individual's oversight?

Are those systems automatically ensuring consistent implementation and execution every time?

Are there areas that could be automated even partially?

What areas or tasks might be improved with automation?

Are there any operations systems not mentioned that you are doing at a high level?

Are there any operations systems not mentioned that you would like implemented? And who would you see is responsible for those?

What would improvement look like to you related to Systematizing Managing your Team?

Are your systems and processes flexible and can they adapt to changes?

Are your systems and processes poised for future growth? **Yes_____ No _____**

Where could you improve the ability to scale?

How has the process of completing this operations audit influenced your understanding of our team's strengths and areas for improvement?

What are the immediate actions you believe you should take based on your insights:

1.   _____
2.   _____
3.   _____
4.   _____
5.   _____
6.   _____
7.   _____
8.   _____
9.   _____
10. _____

Consider performing an overall SWOT analysis upon completion and reflection of this homework. This should be performed by each member of leadership, independently. Then a group meeting to review, debate and determine next steps.