**Agent Area Familiarization Checklist**

**Name………………………………………………………………………………………………………………......**

**Primary Business Development Area(s)…………………………………………………………………………**

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| --- | --- |
| **Activity** | **Complete** |
| Identify 5 key contacts in area – Business / Personal |  |
| Identify key business activities and businesses within area |  |
| Identify top 5 agents in area – what market share to they have? |  |
| Attend OFI’s of these agents |  |
| Make a list of key differentiations of these agents |  |
| Attend auctions in area familiarize yourself with the activity |  |
| Identify most popular / prestigious streets in area |  |
| Identify street and suburb property price records |  |
| Median property price for houses & apartments |  |
| What are the 5 highest sales in area |  |
| Identify the expired listings in area |  |
| Property growth rates over past 1/2/3/5 years – houses & apartments |  |
| Number of houses & apartments over $1m |  |
| What is the most common method of sale? |  |
| What is the demographic breakdown of area? |  |
| What are the zoning & development protocols in your area? |  |
| What are the points of interest in your area? (parks, cafes, shopping areas etc.) |  |

**Identify 5 key contacts in area – Business / Personal:**

**1.**

**2.**

**3.**

**4.**

**5.**

**Identify key business activities and businesses within area:**

**1.**

**2.**

**3.**

**4.**

**5.**

**Identify top 5 agents in area – what market share to they have?**

**1. | %Market Share**

**2. | %Market Share**

**3. | %Market Share**

**4. | %Market Share**

**5. | %Market Share**

**Make a list of key differentiations of these agents:**

**Identify most popular / prestigious streets in area:**

**1.**

**2.**

**3.**

**4.**

**5.**

**Identify street and suburb property price records (what/when/where):**

**Median property price for houses & apartments:**

**Apartments:**

**Units:**

**What are the 5 highest sales in area:**

**1.**

**2.**

**3.**

**4.**

**5.**

**Identify the expired listings in area (has been listed for more >90 Days with same agent):**

**Property growth rates over past 1/2/3/5 years – houses & apartments:**

**Number of houses & apartments over $1m:**

**What is the most common method of sale?**

**What is the demographic breakdown of area?**

**What are the zoning & development protocols in your area?**

**What are the points of interest in your area? (parks, cafes, shopping areas etc.)**