



Agents won't always come to you for coaching—even when they need it. Use this sheet to see how your agents are doing and if they need any coaching this year.

PART 1: Overall performance

Agent rankings

Are you satisfied with the agent's end count?

YES NO

How does it compare to other agents?

Does it match up with prices?

YES NO

Does it match up with commissions?

YES NO

Are you satisfied with the agent's commission rate?

YES NO

Is it what you were expecting to see?

YES NO

Does it match your brokerage's set rates?

YES NO

Agent commissions

Take a closer look at the side count, commission volume, and full base commission.

Are they what you were expecting to see?

YES NO

How do these numbers compare to other agents?

PART 2: Finding the root cause

Transaction production

Does the agent have a lot of open listings?

YES NO

What's their projected commission from pending transactions?

\$ _____

Is it what you expected to see?

YES NO

What's their YTD commission?

\$ _____

Is it what you expected to see?

YES NO

Pending transactions

How many pending transactions are coming for the agent?

When will those transactions close?

Is there an identifiable change in projected income?

Agent prior year comparison

What's the agent's %change from last year?

YOUR DIAGNOSIS:

WHAT'S NEXT?

Make sure you have the resources to find—and track—these must-know numbers throughout the year. Find them all in this eBook.

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