

FREE DOWNLOAD

Orangeville Agent Scorecard

Compare up to 3 real estate agents side by side using the 7 criteria that actually determine sale price and speed.

How to use this scorecard: Interview 2-3 agents. For each criterion, score the agent from 1 (poor) to 5 (excellent). Be ruthless. The agent with the highest total score is the one most likely to maximize your net proceeds. Do not score based on personality. Score based on proof.

	What to Ask / Look For	Agent 1	Agent 2	Agent 3
1. Track Record & Results	Homes sold (last 12 mo), avg DOM, sale-to-list %, verified addresses	<u> /5 </u>	<u> /5 </u>	<u> /5 </u>
2. Marketing Technology	VR animated online showing? Narrated? Floor plans? Or just photos?	<u> /5 </u>	<u> /5 </u>	<u> /5 </u>
3. Online Exposure	How many online locations? SEO-optimized pages? Syndication proof?	<u> /5 </u>	<u> /5 </u>	<u> /5 </u>
4. Buyer Database	Pre-qualified buyers ready now? Data mining / predictive analytics?	<u> /5 </u>	<u> /5 </u>	<u> /5 </u>
5. Team Structure	Solo agent or dedicated team? Who	<u> /5 </u>	<u> /5 </u>	<u> /5 </u>

	What to Ask / Look For	Agent 1	Agent 2	Agent 3
	covers showings / admin / marketing?			
6. Local Expertise	Years in Dufferin County? Neighbourhood-specific data? Recent local comps?	<u>15</u>	<u>15</u>	<u>15</u>
7. Commission Value	What's INCLUDED? Photography, floor plans, VR showing, ads, reporting?	<u>15</u>	<u>15</u>	<u>15</u>
TOTAL SCORE	Max 35 points	<u>135</u>	<u>135</u>	<u>135</u>

Red Flag Checklist — Mark any agent who says the following. These are automatic disqualifiers:

- "I have a buyer for your home right now." "MLS is enough marketing." "I don't track online data."
- "I work alone — I handle everything personally." "I don't provide floor plans."

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Flaherty.ca — Video Narrated VR Animated Online Showings | 57+ Online Locations | 2,300+ Buyer Database
30+ years Dufferin County real estate experience. 11 consecutive years Top 3 Agent — ThreeBestRated.