



/AGENT

PERFORMANCE APPRAISAL

The best real estate professionals set the tONE for success and always go above and beyond to exceed the highest standards. The purpose of a performance appraisal is to assess the effectiveness of an agent over a period of 90 days. There are 5 major responsibilities to be evaluated and given an overall rating.

ONE – Awesome service worthy of the gold standard

C21 – Under 21st century standards

R/M – Deflated, maxed out of their depth

KW – Red flag. Think gold, not red

ACTIVITY	RATING	COMMENTS
PROSPECTING		
LISTING		
SELLING		
REFERRING		
EDUCATION		

OVERALL COMMENTS:

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Person evaluating Date



STRENGTHS:

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OPPORTUNITIES FOR GROWTH:

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PLANS FOR DEVELOPMENT:

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