



→ How do you generate leads?

→ What is the highest and best use for this site?

→ With what property classifications do you specialize?

→ What is most attractive about this marketing assignment?

→ Do you focus on certain transaction types or size? If so, what are they?

→ What is least attractive about this marketing assignment?

→ Explain your marketing plan.

→ What makes you and your firm stand out from the crowd of real estate brokers on this assignment?