

## Strategic Questions:

1. What do you think will be the key real estate trends in 2009-2012, and how are you preparing for them?
2. If you could re-invent your company in any way possible, what would it look like?
3. What “clichés” of traditional real estate practices are holding your company back from taking risks with your sales, marketing or customer service strategies?
4. What steps are you taking, or would you like to take, to increase your lead generation and conversion, and how are you managing online (e-leads) and offline (broker, relocation referrals) in terms of personnel and organization?
5. How do you expect to use online social networking as a primary tool of generating new and repeat business?
6. What gaps do you see between your current sales agents’ technology capabilities and the typical customers you will be working with this year?
7. What have been the best cost-saving measures you have taken?
8. What areas are you still investing in despite the economic climate and why?
9. How are you evaluating/quantifying the contribution of your associates, and how are you using that information to “decrut” and streamline your sales force.
10. How will the business model or business practices of the title, brokerage or lending industries change in the future?
11. What skills will the real estate agent of the future require? The real estate manager?
12. How will real estate advertising dollars be spent in the future? How will real estate marketing be different?
13. Where is your housing market in terms of “the bottom,” what do you forecast for 2009 and why? How are you preparing for it?
14. When prices settle in your area, what year are they likely to mirror (i.e., 2000, 2004, etc.) and what impact will that have on your clients?
15. What will the physical real estate office of the future look like?