



1. HOW MANY ACTIVE LISTINGS DO YOU HAVE?

TOO MANY ACTIVE LISTINGS MEANS LESS TIME THE AGENT CAN SPEND WITH EACH LISTING.

- 10 ACTIVE LISTINGS SHOULD BE THE MAXIMUM A TEAM CAN HANDLE.
- THE CASEY SAMSON TEAM HAS NO MORE THAN 5-7 ACTIVE LISTINGS AT ANY ONE TIME.

2. WHAT % OF YOUR LISTINGS ARE UNDER CONTRACT?

THE HIGHER THE % OF HOMES UNDER CONTRACT, THE MORE SUCCESSFUL THE AGENT.

- OVER 40% SHOULD BE A MINIMUM STANDARD.
- ON AVERAGE, 65%-85% OF THE CASEY SAMSON TEAM'S LISTINGS ARE UNDER CONTRACT.

3. HOW MANY HOMES HAVE YOU SOLD IN THE LAST 365 DAYS?

SELLERS NEED EXPERIENCED AGENTS.

- 3 GOOD AGENTS SELL AT LEAST 25 LISTINGS PER YEAR.
- THE CASEY SAMSON TEAM LISTED AND SOLD 116 PROPERTIES IN THE LAST 365 DAYS (AS OF JULY 15 2017).

4. WHAT IS THE AVERAGE DAYS ON MARKET FOR YOUR SALES?

HOMES SELL AT THEIR MAXIMUM VALUE IN THE FIRST 30 DAYS.

- THE AVERAGE HOME IN FAIRFAX COUNTY SELLS IN 54 DAYS.
- THE AVERAGE CST LISTING SELLS IN 17 DAYS.

5. WHAT IS YOUR SUCCESS RATE: SOLD VS. WITHDRAWN

THE HIGHER THE SUCCESS RATE THE BETTER CHANCE SELLERS HAVE OF SELLING THEIR HOME.

- THE AVERAGE SUCCESS RATE IN NORTHERN VIRGINIA IS 64%.
- THE CASEY SAMSON TEAM SELLS OVER 90% OF THEIR LISTINGS.

CONVERTING ANSWERS INTO A REALTOR SCORE CARD:

ONCE YOU HAVE RECEIVED THE ANSWERS TO THESE QUESTIONS, YOU CAN CONVERT THEM TO A SCORE CARD AND RATE THE REALTORS.

THE DIFFERENCE BETWEEN THE RIGHT AGENT AND THE WRONG AGENT COULD BE TENS OF THOUSANDS OF DOLLARS.

Realtor Score Card						
Converting Answers to Grades						
Grades	Active Listings	% Under contract	Annual Sales	Days on Market	Success Rate	GPA
A+	3-7	over 70%	70+	Under 30	90%+	
A	7-10	60-70%	60+	30-40	80%+	
B	10-15	50-60%	40+	40-50	70%+	
C	15-20	40-50%	20+	50-60	60%+	
D	20-30	30-40%	10+	60-90	50%+	
F	Over 30	Under 30%	Under 10	Over 90	Under 50%	
Production						
The Casey Samson Team	8	78%	116	23	89%	
Grades						GPA
CST	A	A+	A+	A+	A	4.3
Minimum standard for a listing agent should be 3.0						

MINIMAL ACTIVE LISTINGS ALLOWS MORE PERSONAL ATTENTION TO EACH LISTING.

THE CASEY SAMSON TEAM IS THE #1 TEAM IN NORTHERN VIRGINIA'S #1 PRODUCTION OFFICE. THE CASEY SAMSON TEAM SOLD 104 HOMES IN AN AVERAGE 16 DAYS!

CONTACT THE CASEY SAMSON TEAM TO SCHEDULE A LISTING APPOINTMENT.

CASEY@CASEYSAMSON.COM, 703.508.2535