  

**Questions to Interview a Potential Real Estate Partner**

1. Does your current lender or lending relationship have a written plan to help you secure a price break from you current listings?

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2. Does your current lender or lending relationship have a written plan to help you replace a listing from a current listing, or find a new listing if you don’t have one?

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3) Does your current lender or lending relationship have a written plan that helps you find buyers for your current listings so you can double end the sale?

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4) Does your current lender or lending relationship have a written plan to find you buyers who will be willing to sign a buyer’s agreement with you?

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5) Does your current lender or lending relationship have a written plan on how to incubate prospective listings and identify buyers from your C or D level contacts?

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6) Does your current lender or lender partner work with you to execute a comprehensive editorial and marketing annual calendar to schedule prospect and past client connection?

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7) Does your current lender or lender partner work with you to re-activate past clients or prospects?
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8) Tell me about your previous issues, good or bad when working with a lender partner(s)?

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9) Tell me what your current lender or lender partners are doing to help you grow your business and increase your profits by leveraging expertise, marketing and lead management?

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10) Do you have a business plan that incorporates the leveraging of strategic partnerships to grow your business?

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