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# Client Research Questionnaire

I need to know a little bit more about you and your business before we start our new project. Below, you'll find a list of questions that will help me gain a better understanding of your business, your values and goals. When completed, please return this form to me via email.

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## **1. Tell me about your business.**

*How long have you been in business? What do you sell/offer? What makes you unique?*

## **2. What goals are you hoping to achieve from our project?**

*Describe to me what success looks like for this project?*

  
**3. Are you the decision maker for your business?**

*Please state your role in the business? I.e. Owner, Marketing Manager etc.*

**4. Do you have an online presence?**

*If yes, please provide your website address and links to any other activity such as social media accounts.*

**5. What current marketing activities are you undertaking?**

*What have you had best results with? What would you like to try?*

  
**6. Describe your typical customer.**

*What do they do for a living? How did they find you? Why do they buy from you?*

**7. Who are your key competitors?**

*List up to 3 names and websites.*

**8. Is there anything else you want to share about your business and goals?**

*If there is information that we haven't covered, please share it here.*



**9. How many buyer represented transactions do you close per year?**

**10. How many seller represented transactions do you close per year?**

**11. What is your primary source of leads?**

*(Open houses, personal referrals, company provided, mailings, internet leads?)*



**12. How many MLS's do you belong to?**

**13. Do you know any other agents in MLS's other than yours who may need my services?**

**THANK YOU**