

GAP ANALYSIS

AGENT INTAKE FORM



TYPE OF ANALYSIS REQUESTED



Single Agent Analysis Only



Agent vs. Competitor Comparison

AGENT PROFILE

Agent Full Name Mitch Straight

Niche / Specialty

Brokerage / Company Exit Realty Professionals

City & State Kansas City, MO

AGENT DIGITAL PROFILES

Website URL <https://exitrealty.com/agent/Mitchell/> LinkedIn URL yes

Do you have a Google Biz Page? can't find

Do you have a Zillow profile? yes

Instagram Handle

Do you have a Realtor.com page? yes

Do you have an active Facebook profile? yes Mitch Straight

Other Platform (specify) homes.com

COMPETITOR INFO (COMPLETE ONLY IF REQUESTING COMPARISON)

Competitor Full Name

City & State

Competitor Brokerage / Company

ADDITIONAL CONTEXT

Target Cities or Zip Codes

Platform to Focus On Most

Where They Feel They're Losing

Anything Else Relevant

COLLABORATION OPPORTUNITIES

Collaboration posts or off-feed content (Instagram collabs, co-authored content, partner handles):

HAS THIS AGENT RECENTLY CHANGED BROKERAGES?



Yes



No



Unsure

If Yes - Previous Brokerage & Date of Switch: