

PERFORMANCE ASSESSMENT STRATEGIES

1. SETTING CLEAR PERFORMANCE OBJECTIVES



Performance assessments must be fair and transparent, based on clearly defined duties and professional objectives. Be as precise as possible when you lay out your goals. You'll have an easier time determining how you did if you know from the start what you're supposed to do; why you're supposed to do it; and when you're supposed to get it done, including deadlines for different steps in the process.

SMART GOALS

Be SMART about what you want to accomplish at work by setting goals that are:

- **S:** Specific, clear, and understandable
- **M:** Measurable, verifiable, and result-oriented
- **A:** Aligned with broader team and organizational goals
- **R:** Realistic and attainable, yet challenging
- **T:** Time-based, including a detailed schedule

2. REFLECTING ON YOUR PERFORMANCE



Performance assessment is something that has to be continuous in order to work well. You shouldn't dwell on your goals so much that it stresses you out or affects your day-to-day work, but you should revisit your progress often and adjust your priorities as needed.

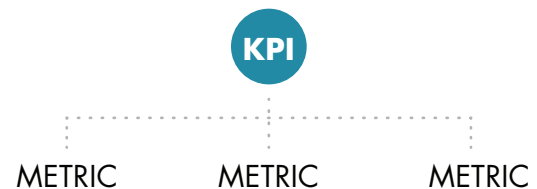
This is about more than just criticizing yourself for things that went wrong. Give yourself credit for your achievements and any steps you've taken, such as pursuing continuing education, that will set you up for future successes.

3. COLLECTING YOUR PERFORMANCE DATA



To assess how well you're attaining your SMART goals, you'll first need to decide which metrics, or data points, you want to track over time. The metrics that support your business goals most closely are called key performance indicators (KPIs).

All KPIs are metrics, but not all metrics are KPIs. KPIs can, however, be supported by other metrics. For instance, the number of sales you close as a real estate agent can be a KPI, but that number will depend on how many listing appointments you can get and how many conversations you have with customers before you can get an appointment.



4. TRAINING AND COACHING



It's not all going to go smoothly all the time. When you run up against an obstacle or your performance isn't what you wanted it to be, ask yourself what you need to overcome the difficulty. Is it a training issue or a coaching issue?

It's difficult to coach yourself. However, even when you're managing your own performance assessment process, you can still work informally with an accountability partner who can help keep you focused on self-improvement.

TRAINING

Training is called for when you lack necessary skills and need to obtain them.

COACHING

Coaching can help you reapply skills you already possess in a more effective way.



SETTING CLEAR PERFORMANCE OBJECTIVES

Others may try to appraise or criticize your professional performance, whether you want them to or not. When you receive advice, account for the possibility that it might not be suitable for your working conditions or where you are in your career. In any event, always accept suggestions with good grace, especially when they come from someone you'll have to work with in the future.

When assessing your own performance, don't let your evaluation focus entirely on what didn't go well. Give yourself credit for your accomplishments and everything you've done to put yourself in a better position for future success!



FURTHER READING

Here's some suggested reading if you'd like to explore these concepts further.

- The CE Shop Team. [Real estate agent goals – How to set goals & boost your real estate career.](#)
- Cespedes, F. V. [How to conduct a great performance review.](#) Harvard Business Review.
- Geckboard. [9 real estate metrics to motivate your agents and plan for growth.](#)
- Herrity, J. [Self-performance review: How-to with examples and tips.](#) Indeed.
- Lindner, J. [Must-know real estate agent performance metrics.](#) Gitnux Marketdata Report 2023.
- O'Reilly, S. [KPIs vs. metrics vs. measures: Unraveling the similarities and differences.](#) Spider Strategies.
- Siddhu, D. [Nurturing success: A guide on performance evaluation and recognition for independent real estate agents.](#) JustCall Blog.
- Upwork. [55+ examples of performance review goals.](#)
- Wade Webb's AgentsBoost. [I need to ramp up? Re group? Re energize? Time for your mid-year real estate performance review.](#)