



# BUSINESS PERFORMANCE REPORT FOR BOUSQUET APPRAISAL SERVICE

Performance Item	Score	Researcher notes	Explanation
Do you appeal directly to your Target Customer Group? Do you mention who you are suitable for?	100%	Terrific, you make it plain who you appeal to: lawyers, realtors, etc. Few do this.	
How well defined are your products and services? Are they too broad? Too narrow?	100%	Terrific. You have everything related to appraisals. Perfect... so long as you can adequately support all areas.	
How effective is your Profile Statement? Does it describe management and company history?	70%	Your Profile Statement, on the Home Page, is decent. It doesn't contain the history of Bousquet but it does express your operating philosophy as well as your specializations. Inviting to click on Services to see your rates only to find it is a dead link weakens your Corporate Presence.	
Do you have a well-written set of mission statements?	10%	<b>Strongly needs a set of mission statements. Specifically, a Mission Statement, Social Values Statement, Corporate Mantra, and Vision Statement. All of them would increase your corporate presence and attract more customers.</b>	<i>Mission Statements create Corporate Presence, resulting in greater revenues. In You Have a Set of Mission Statements we create all 5 of them.</i>
How is your Google ranking, both locally and within your county?	70%	In a search for Worcester County I couldn't find Bousquet in the first 4 pages. For Hampden you were on page 3, which is pretty good.	
If appropriate, do you have an email or newsletter signup?	100%	A newsletter or email signup isn't appropriate for this industry.	
How attractive and complete is your website? Does it have a calendar of events, news, and product announcements?	100%	I like your website. It appeals to folks like me, who like detail and organization.	
How frequently do you add content to your website?	10%	<b>Nothing is new on the website. No fresh content, content which would add to the Google rankings and as well give you something to post (advertise) elsewhere. I'd like to create an Editorial Calendar.</b>	<i>You Have a Website Campaign determines what content is most influential and results in an Editorial Calendar to tell you what to post to your site, and when. This increases your Google ranking and gives you something to advertise.</i>
How persuasive are your sales scripts? Are they cliched? Too salesy? Influential?	60%	Your scripts are okay, except there is too much of it. I want to split things up, and make it more organized, more digestible. As well, to make it less salesy.	<i>Our unit You Launch Sales Campaigns brings your sales scripts to current standards, removing cliches, sales jargon, and instead presents what research has shown to be influential. As a result you'll also stand out from your</i>
When was your last product announcement?	10%	<b>There are no new news and announcements. I'd like to add content for laws, accreditations, conferences attended, etc.</b>	<i>We like to see a continuous plan for product launches, and our unit You Launch Sales Campaigns, not only will do that, but also will develop the scripts with which to train your salesforce.</i>
How strong is your presence on LinkedIn, Pinterest, Foursquare or other social media besides Facebook?	10%	<b>Bousquet Appraisal needs its own LinkedIn page. It's a business, and a professional one.</b>	<i>Consumers research your credibility on LinkedIn. FourSquare brings social connection. Your Social Media Campaign Shines determines your best platforms and what to post on them. This results in higher revenues by reaching more</i>
How active are you on Facebook?	100%	Facebook doesn't apply here. I'm actually happy to NOT see it :).	
How strong is your Brand Image?	70%	Your Brand Image is good and that it is dry, professional, and detailed. However, it's taken to an excess, one which probably overwhelms the average customer.	

How substantial is your Corporate Presence? Do you appear the whale, or the tiny minnow in your industry?	60%	Your Corporate Presence is pretty good, since you convince us that you know a lot about all sorts of appraisals. The staff page needs to be improved, with a photo for Bruce and as well affiliates and referral relationship professionals added.	<i>We want you to appear sizeable to the outside world. While a Mom &amp; Pop operation is nice, it won't easily meet the competitive demands of today's marketplace. Most of our Performance Enhancement Strategies result in an increase in</i>
Are you on Google Places? Where do you place?	100%	Google Places doesn't apply here.	
How are your Yelp reviews? What do they suggest for employee training or better efficiencies?	10%	There are no reviews on Yelp nor is there a profile on Angieslist. I want one on Angies, complete with a dozen or more reviews.	<i>We use customer feedback to discern improvement needs. When we find negative reviews, we harness the necessary</i>
Do you have a blog? Are the postings tailored to your Target Customers?	100%	A blog wouldn't apply in this industry.	
How are your Angie's List reviews? What do they suggest for employee training or better efficiencies?	10%	I couldn't find Bousquet Appraisal on Angieslist. Since this is a professional service you need to be there.	
What are your Yelp and Angie's List ratings? Are there many of them?	10%	The Yelp page is there, but lacks photos and a profile or reviews. Also, there is a discrepancy between the name, which includes real estate, compared to the services, which include many types of appraisal.	<i>Both the number of reviews as well as the overall rating are a clue to whether your efficiency is where it should be. Our Your Efficiency is Cutting Edge strategy will improve that.</i>
Is your email address a dedicated domain?	100%	Yes, you have a dedicated domain for your email.	
How do you compare to your competitors?	70%	National Home I was unimpressed with, primarily because of their overt sales approach to advertising. Rosenblatts mentioned its Target Customer Groups which is something I look for. Neither of them had the other niceties I look for and add in a	
Do you have a downloadable brochure or menu? Do you have one for each area of customer interest?	100%	Not relevant here.	
How prepared is your business for expansion? Do you have most of your ducks in a row?	60%	I'd like to see more reviews to build Corporate Presence before considering expansion. The products and services appear ready to go.	<i>A business should have all its pieces in order so to be able to expand, as have successful large companies. You Expand Your Business is designed to ready you for expansion, and as well plan for it once you are ready.</i>
How unique are you in your industry?	10%	I see no mention of how you are unique, however subtle, in your industry. Though you hint at a few possibilities.	<i>Great products and low prices is a recipe for low profits. Much better in the world of competition is to offer something unique, however subtle. Our unit Your Products and Services are Defined will analyze this and then suggest adjustments to your business concept.</i>

**BUSINESS PERFORMANCE SCORE:** 53% This is an OUTSTANDING rating for a small business. It shows that you are doing a lot with the various platforms we have available for business presence. This level is a good stepping stone towards further growth, where your business transitions into a larger one, towards your grand vision. At this level we suggest improving operating efficiency to handle more customers, and adjusting business

**RECOMMENDED STRATEGIES:**

- Your Mission Statements are Impressive
- Your Marketing Plan Excites Everyone
- Your Social Media Campaign Shines