



New Agent Coaching Program Scorecard

Score real estate coaching programs side by side before you commit your first year of income.

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How to Use This Template

Make a copy of this document (File, then Make a copy), then fill in one column of the table per program and score each row from 1 to 5. Be honest about the cost row in particular: coaching that eats a whole year of commission is a very different decision from coaching that costs a month of it. Total each column, then sleep on it before you sign anything.

First, Two Numbers You Need

What you realistically expect to earn in your first 12 months: _____

The most you can spend on coaching without putting that at risk: _____

Made for coaches by Paperbell — the all-in-one coaching practice tool.

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Free and Low Cost Options to Check First

Training your brokerage already offers you at no extra cost: _____

A mentor or team lead who will genuinely work with you: _____

What is still missing after those, that only paid coaching can fill: _____

What Each Scorecard Row Means

Cost against year one: what share of your expected first year income does this program take?

Format fit: group calls, one to one, or self paced, and which one you will actually show up for.

What is included: scripts, lead generation, accountability, community, or only recordings.

Trial available: can you sample it before committing?

Contract length: how long you are locked in, and what leaving early costs.

Coach track record: have they sold in your market, or in any market, recently?

Before You Sign

Ask for two current members you can talk to, not testimonials pulled from the sales page.

Ask what happens if you cannot keep up with the pace for a month.

Ask what share of members finish the program.

Ask exactly what you keep access to after your contract ends.

Notes: _____

What to Score (1 to 5)	Program 1	Program 2	Program 3
Cost against year one income			
Format fit			
What is included			
Trial available			
Contract length and exit terms			
Coach track record			
Support between sessions			
Overall gut check			
Total			