

AGENCY EVALUATION CHECKLIST

AGENCY NAME _____

CRITERIA	RATING (1-5, 5 HIGHEST)
Experience: How long have they been in business? Have they ever worked with a contracting company?	
Local: Do they understand your local market? Do they know which marketing vehicles work best in your area?	
Team: Who will be working on your account? Will the same person be working on your account consistently?	
Business: How does the agency operate when it comes to billing? Do they track time to make sure they don't go over? Will they be transparent about cost and overages?	
References: Are they eager to give you references? What do the references have to say? Have you researched the agency online?	
Culture: Are they professional and willing to educate you on the inner workings of their agency? Do they explain what they're doing before they do it? Does their culture align with yours?	
Average/Overall Score	

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