

The Agency Red Flags Checklist

Print this. Bring it to your next sales call. Check every box that applies to the agency in front of you.

One check is worth a hard question. Three or more, and keep looking.

Promises and guarantees

- ☐ Guarantees a number one ranking on Google
- ☐ Claims a special relationship or partnership with Google
- ☐ Offers a lead or ranking guarantee, such as 90 leads in 90 days or they work for free
- ☐ Promises results in the first two weeks
- ☐ Cannot give you five references in painting or coatings that you can call

Pricing and contract

- ☐ Will not give you one all-in monthly number including ad spend
- ☐ Quotes a retainer under \$1,000 per month for a full program
- ☐ The contract is hard to get a copy of before you commit
- ☐ No early termination or buyout option at any price
- ☐ Your website, domain, or ad accounts sit in the agency name
- ☐ Call tracking numbers you cannot take with you

Fit and communication

- ☐ No painting or coating contractors in their current client list
 - ☐ Will not tell you how many accounts your contact manages
 - ☐ Support runs on email tickets with no direct line to your manager
 - ☐ Reports impressions and cost per lead instead of return on investment
 - ☐ Cannot separate which channels are fast and which ones compound
 - ☐ A cold email pitch saying your site is not showing up anywhere
 - ☐ No specific list of what they need from you each month
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The seven questions worth asking out loud

1. What is my total monthly cost, and how much of that is actual ad spend?
2. What happens if I cancel in month five, and what does that cost me?
3. Can you give me five references in my industry that I can call?
4. Which channels should produce leads in 60 days, and which take longer?
5. How many painting or coating contractors do you work with right now?
6. Do you report return on investment, or impressions and cost per lead?
7. What do you need from me each month, and how long will it take me?

Use it on us too. If Base Coat Marketing checks a box on this list, ask us about it on the call. That is the whole point of handing it to you.

RUN MY FREE GROWTH AUDIT