

## Agency Selection Checklist

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	YES	NO
1. Asked probing questions about your business objectives . . . . .	<input type="checkbox"/>	<input type="checkbox"/>
2. Handles all design and development work in-house . . . . .	<input type="checkbox"/>	<input type="checkbox"/>
3. Demonstrated a commitment to a defined process . . . . .	<input type="checkbox"/>	<input type="checkbox"/>
4. Provided a quote that was clearly itemized and projected integrity . . . . .	<input type="checkbox"/>	<input type="checkbox"/>
5. Has a dedicated contact person – ie. a project or an account manager. . . . .	<input type="checkbox"/>	<input type="checkbox"/>
6. Has considered your strategic positioning in their proposal . . . . .	<input type="checkbox"/>	<input type="checkbox"/>
7. Is committed to full project execution including strategy and design . . . . .	<input type="checkbox"/>	<input type="checkbox"/>
8. Portfolio shows a consistent high standard of work . . . . .	<input type="checkbox"/>	<input type="checkbox"/>
9. Is willing to provide client references, including phone numbers . . . . .	<input type="checkbox"/>	<input type="checkbox"/>
10. Offers the potential to become a long term strategic partner . . . . .	<input type="checkbox"/>	<input type="checkbox"/>

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**Once completed, add up the number of YES answers to get your total:**

- 10** Hire now.
- 8 - 9** Could be a good fit.
- 5 - 7** Make sure you get several references.
- 1 - 4** Keep looking.