



Strata Gal's Field Notes

20 QUESTIONS FOR HIRING A BROKERAGE (+ SCORECARD)

Important note before you begin... this is not a substitute for legal advice. When things get spicy, call a lawyer!

FIT + STYLE

1. Describe your management style in 10 words.
If they can't, they don't have one. Listen for clarity vs. marketing fluff.
2. What kind of strata are you the best fit for, and what kind are you the worst fit for?
This filters out "we can do anything" sales language. Good firms know their limits.
3. What do you need from council for this relationship to work well?
This tests whether they see the relationship as a partnership vs. a service fantasy.
4. What do you do when council wants something risky, unethical, or likely illegal?
Spine check. You're hiring judgment, not compliance.

CAPACITY + STABILITY

5. How many stratas and doors does the assigned manager currently manage?
Ask for numbers. Caseload predicts response time and service level.
6. What support staff exists behind the manager (admin/accounting/assistants)?
If the manager does everything, you'll feel it. Support structure makes the service reality.
7. What happens when our manager is away, sick, or quits? Who takes over and how fast?
Continuity plan. Most councils don't ask until disaster hits.
8. What is your average manager tenure and turnover rate over the last two years?
Turnover = future disruption, record loss, relationship reset, and cost.

MONEY + CONFLICTS

9. Do you accept any referral fees, contractor user fees, rebates, commissions, or other benefits from vendors connected to our strata?
Yes/no. If they answer like a politician, that's your answer.
10. If yes, how is it disclosed and where is it documented?
If you can't find it in writing, it doesn't exist.

11. Do you have preferred vendors? If so, why? and how do you prevent conflicts?
Preferred can mean "quality" OR "relationship." Make them prove which.

12. Do you (or any affiliates) receive compensation through restoration or related services?
This is where incentives can quietly steer decisions. Councils need transparency.

AUTHORITY + RISK

13. What can you authorize without council approval, and where is that spelled out in the agreement?
This prevents surprise spending. Don't accept vague answers.

14. How do you document council instructions and approvals so the strata is protected later?
If it's informal, it will bite you. Documentation is liability protection.

15. Walk us through your first 24 hours in a real emergency (flood/fire/security).
Listen for triage + documentation + spending authority + communication. Not bravado.

16. When do you tell council to get legal advice, and how do you frame risk to reduce liability?
The best managers don't just react; they manage risk proactively.

SYSTEMS + SERVICE

17. What systems do you use to track tasks, requests, and deadlines (ticketing/project management)?
Silo'ed email and tech stack are both indicators that manager experience isn't considered.

18. What is your response-time standard, and what counts as a response?
An autoreply that says "received" is not service. Get clarity on expectations.

19. What does a good council agenda look like for you? Can we see a sample?
If they won't show a sample or they don't have brokerage templates, that's a red flag.

20. What's your 30/60/90-day transition plan, and what's the most common transition failure you've seen?
This tests honesty + experience.

More resources...

[BCFSA.ca](https://bcfsa.ca) | [Working with a Strata Management Company](#)
[CHOA.bc.ca](https://choa.bc.ca) | [What Is the Strata Managers Role](#)

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BROKERAGE SCORECARD

This scorecard assesses governance risk and service reliability. Score based only on what was said or shown, and retain with council records.

Interview Date: _____
Brokerage: _____
Interviewers (Council): _____

5 = Clear, specific, documented; systems reduce risk and reliance on individuals
4 = Mostly clear with minor gaps; manageable risk with light oversight
3 = Mixed clarity; informal practices and 'it depends' answers
2 = Vague or sales-driven; heavy reliance on trust or individuals
1 = Evasive or contradictory; unclear authority, controls, or conflicts

FIT + STYLE | Questions 1-4 | *Management style, self-awareness, ethical spine*

Score: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Notes:

CAPACITY + STABILITY | Questions 5-8 | *Caseload, staffing support, continuity, turnover*

Score: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Notes:

MONEY + CONFLICT | Questions 9-12 | *Referral fees, preferred vendors, disclosures*

Score: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Notes:

AUTHORITY + RISK | Questions 13-16 | *Spending, documentation, emergencies, legal*

Score: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Notes:

SYSTEMS + SERVICE | Questions 17-20 | *Tracking, response times, agendas, transition plan*

Score: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Notes:

OVERALL ASSESSMENT

(____ Total Points Earned ÷ 20) × 100 = Final Score (____ %)

100-90% = Strong values alignment; minimal trade-offs or added council burden
89-80% = General alignment; known trade-offs require added council oversight
79-70% = Partial alignment; material gaps increase council workload and risk
Below 70% = Misalignment; ongoing governance strain and elevated risk likely