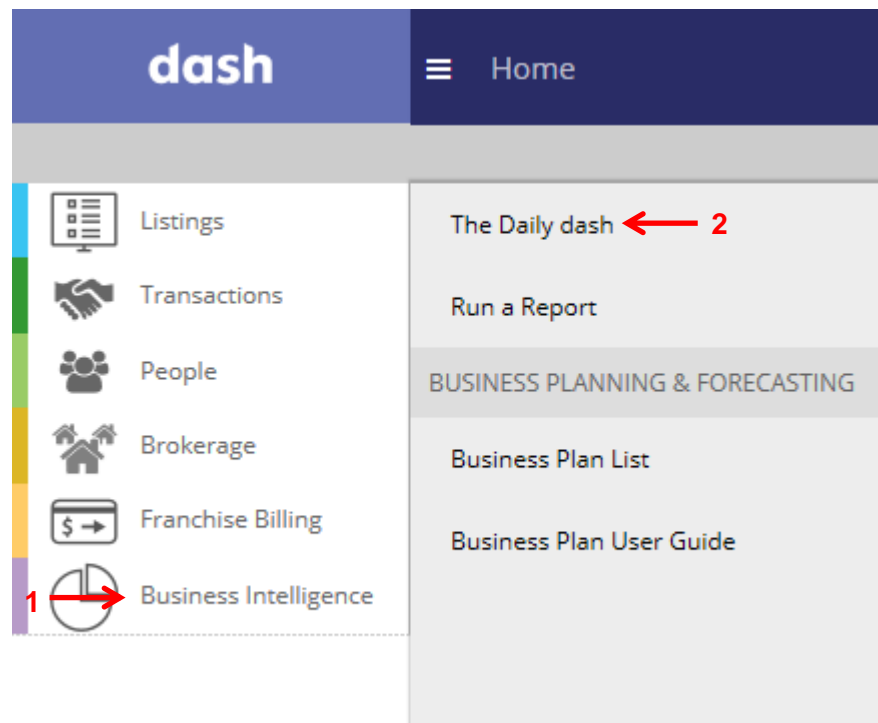


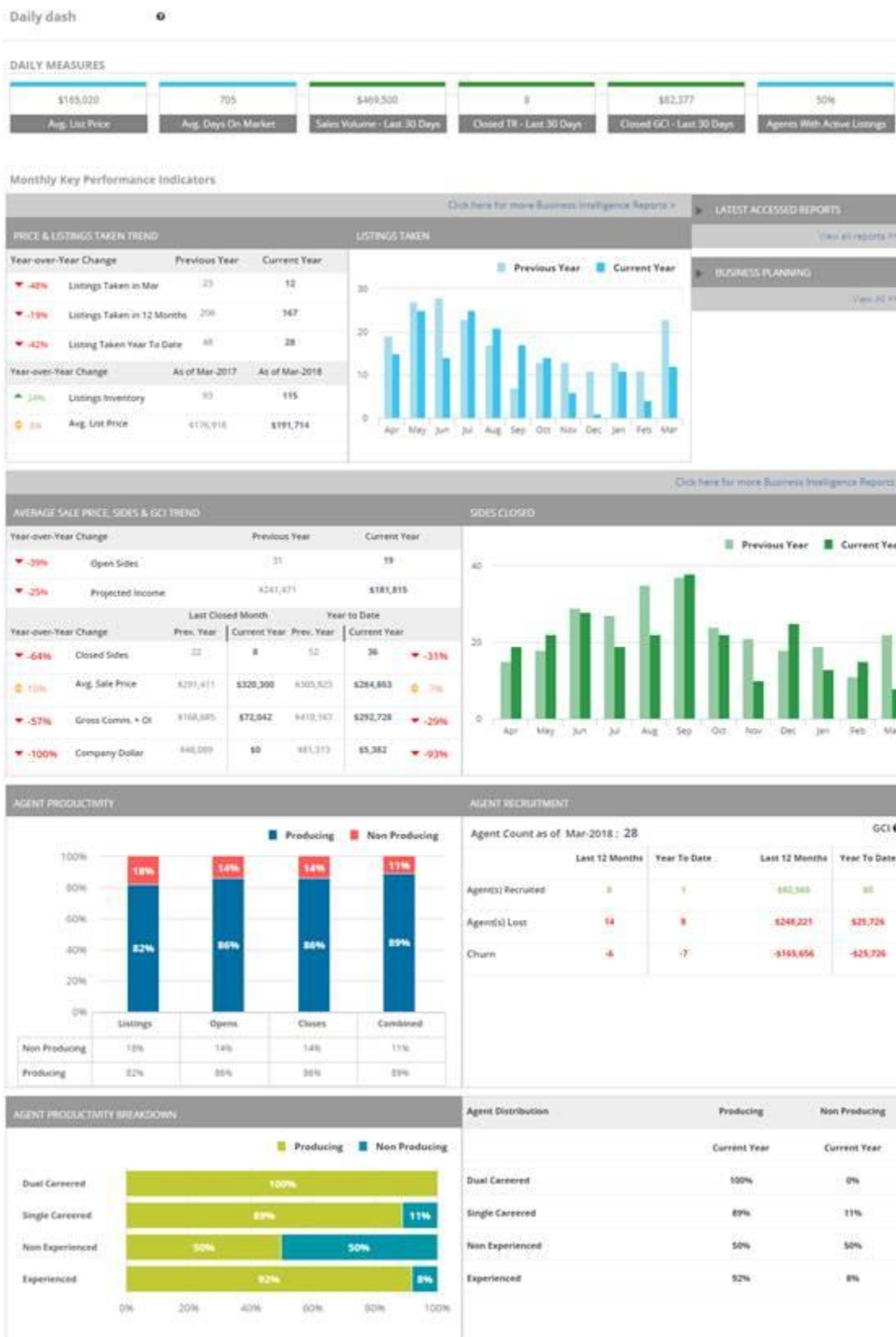
Daily Dash

The Daily Dash homepage displays a snapshot that compares your current year data with previous year information related to listings, transactions, and people. Daily Dash can help you gauge the performance of your company and assist you in making business decisions.

1. Click **Business Intelligence** on the left navigation menu.
2. Click **The Daily Dash**.

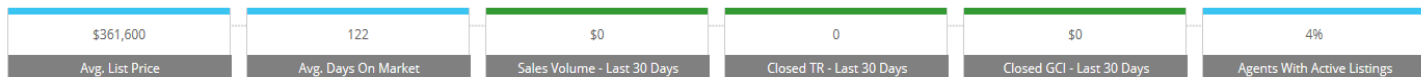


The Daily Dash homepage displays.



Daily Measures

DAILY MEASURES



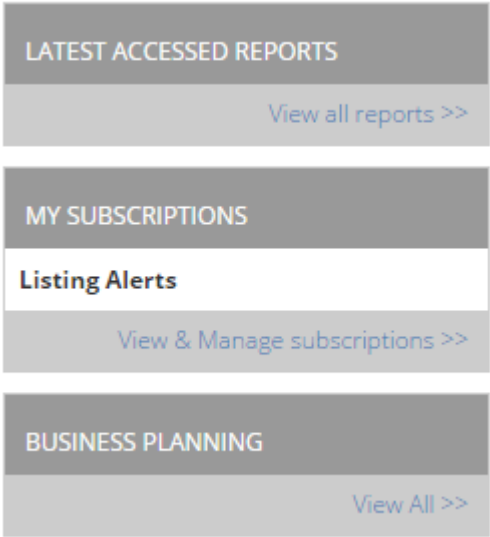
- **Avg. List Price:** Displays the average list price for all listings in Active status within the company.
- **Avg. Days on Market:** Displays the average days on market for all listings in Active status within the company.
- **Sales Volume - Last 30 days:** Displays the sales volume of the transactions closed in the last 30 days.
- **Closed GCI – Last 30 day:** Displays daily measure GCI for transactions closed in the last 30 days.
- **Closed TR - Last 30 days:** Displays the number of transactions closed in the last 30 days.
- **Agents with Active listings:** Displays the percentage of active agents with at least 1 active listing.
- **Last feed sync at:** (This will only display if your company is using direct feeds or 3PI to provide your listing/Transaction data) Displays when the data feed was last synced.

Monthly Key Performance Indicators

- **Price & Listings Taken Trend:** Compares current year vs previous year for the number of listings taken year to date (i.e. January to last closed month) as well as last closed month and last 12 months. It also includes same comparison of year-over-year change for listings inventory and average list price.
- **Listings Taken:** The graph shows the trend for listings taken in the last 12 months, along with a comparison of the previous year data.
- **Average Sale Price, Sides & GCI Trend:** Shows year to date measures for average sales prices, gross commission + other income, closed sides, company dollar as well as last closed month with current year vs previous year comparisons.
- **Sides Closed:** The graph shows the trend for the closed sides in the last 12 months, along with a comparison of the previous year data.
- **Agent Productivity:** Displays the listings taken, open, closed and combined for producing and non-producing agents for the last 12 months.



<ul style="list-style-type: none"> • Agent Recruitment: Shows agent count for changes in the number of agents recruited and lost, and in the last 12 months vs year to date. Year to date is January to last closed month. Churn measures the differences between these metrics. Also compares GCI in last 12 months vs GCI year to date (January to last closed month). • Agent Productivity Breakdown: Displays production breakdown percentage data of agent distribution for single careered, dual careered, experienced and non-experienced producing and non-producing agents for Current year. 	

<ul style="list-style-type: none"> • Latest Accessed Reports: Lists the reports which were accessed most recently. Click View all reports to go to the reports inventory page. • My Subscriptions: Lists the report subscriptions that you have set up. If you do not have any subscriptions, this section will be blank. Click View & Manage subscriptions to go to the subscription management page. • Business Plan: Lists the most recent active business plans that you worked on. Click View All to view all your “in progress” and “active/tracking” business plans. 	 <p>The screenshot shows three distinct UI components stacked vertically. The first component is titled 'LATEST ACCESSED REPORTS' in a dark grey header, with a light grey background below it containing the text 'View all reports >>'. The second component is titled 'MY SUBSCRIPTIONS' in a dark grey header, with a white background below it containing the text 'Listing Alerts' and a light grey background below that containing the text 'View & Manage subscriptions >>'. The third component is titled 'BUSINESS PLANNING' in a dark grey header, with a light grey background below it containing the text 'View All >>'.</p>
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