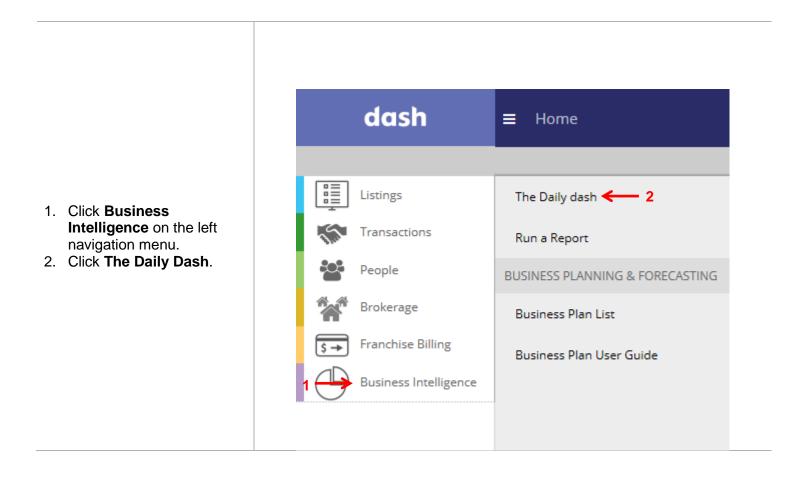
## **Daily Dash**

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.



## The Daily Dash homepage displays.

AILY MEASURES								
\$165,020	705		\$409,500		_	\$82,377	-	Ne.
Arg. List Price	Avg. Days On M	Awket Sales	Volume - Lass 30 Days	Closed TH - Last 30 D	ayn Octor	t GCI - Last 30 Days		Nove Listings
Ionthly Key Performance	Indicators							
			6	ich here for more Busine	en intelligence Rep	-	LST ACCESSED REPO	1151
RICE & LISTINGS TAKEN TREND			LISTINGS TAKEN					evi all'records
ear-over-Year Change	Previous Year	Current Year		Previous Ye	ar E Curren	tYear a cur	INESS PLANNING	
42% Listings Taken in Ma	-23	12						Verili
19% Listings Taken in 12	Months 206	347	20	1.				100000
-42% Listing Taken Year To	Date 40	28		1.1				
ter-over-Year Change	As of Mar-2017	At of Mar-2018			1 11			
Listings Inventory	39	115						
an Avg. List Price	\$176,918	\$191,714	Apr May Jun	jui Aug Sep Ott N	ev Dec jan Fe	s star		
						Crist here has	more Sustress Intel	ligence Pepo
VERAGE SALE PRICE, SIDES & C	CI TREND			9065 CLOSED				
lar-over-Year Change		Previous Year	Current Year				Previous Year	Current
- 29% Open Sides		())) ())	19	40		-		
Projected incor		8241,471	\$181,815					
ar-over-Year Change	Last Closed M Pres. Year Curr	onth Yea rent Year Prev. Year	r to Date Current Year			1.1		
-64% Closed Sides		# 52	34 ··· -31N	20				
Avg. Sale Price	4201,411 \$3	80,300 8303,823	\$254,003 🔹 📷				k III	
	114,645 \$2	2,042 9410,347						
<ul> <li>S7% Gross Comm. + Ot</li> </ul>				Apr May	jun ju A	vg Sep Olt	Nov Dec Ja	9 Feb 1
100% Company Dollar	848,009	\$0 NEL213	#(0- • DECA					
GENT PRODUCTIVITY				AGENT RECRUITMENT	0			
and a fight of the state of the state of the		Producing	Non Producing	Agent Count as of 1	1.000			60
100%		-			Last 12 Months	Year To Date	Last 12 Menth	Year To Da
80%	14%	14%	1116	Agents) Recruited		Vente States	682,545	100000000
				Same				
60%	25%	-	82%	Agent(s) Lost	14		\$248,221	\$25,726
40% 82%		100		Churn	.4	1	\$165,656	+25,726
20%								
OW Listings	Opens	Cluses	Combined					
Non Producing 10%	14%	149	11%					
Producing 82%	20%	20%	69%					
GENT PRODUCTIVITY BREAKD				Agent Distribution		Pro	ducing 1	ion Producing
	Contract of Contra							
		Producing	g 📕 Non Producing	Statute water		Curre	ent Year	Current Year
Dual Careered		100%		Dual Careered		1	00%	0%
Single Careered		175	116	Single Careered			69%a	11%
Non Experienced	50%		50%	Non Experienced		,	50%	50%
Annual Contract of Contract (	A COLORED FOR A			1				
Experienced			8%	Experienced			9.2%	8%4

l

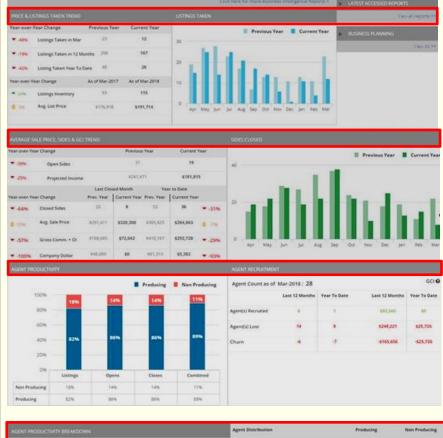
## **Daily Measures**

DAILY MEASURES						
\$361,600	122	\$0	0	\$0	496	
Avg. List Price	Avg. Days On Market	Sales Volume - Last 30 Days	Closed TR - Last 30 Days	Closed GCI - Last 30 Days	Agents With Active Listings	

- 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 yearover-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> <li>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).</li> <li>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.</li> </ul>	

<ul> <li>Latest Accessed Reports: Lists the reports which were accessed most recently.</li> <li>Click View all reports to go to the reports inventory page.</li> </ul>	LATEST ACCESSED REPORTS
• My Subscriptions: Lists the report	View all reports >>
<ul> <li>My subscriptions. Lists the report subscriptions that you have set up. If you do not have any subscriptions, this section will be blank.</li> </ul>	MY SUBSCRIPTIONS
Click View & Manage subscriptions	Listing Alerts
to go to the subscription management page.	View & Manage subscriptions >>
• <b>Business Plan</b> : Lists the most recent active business plans that you worked	BUSINESS PLANNING
on. Click <b>View All</b> to view all your "in	View All >>
progress" and "active/tracking" business plans.	

Daily Dash