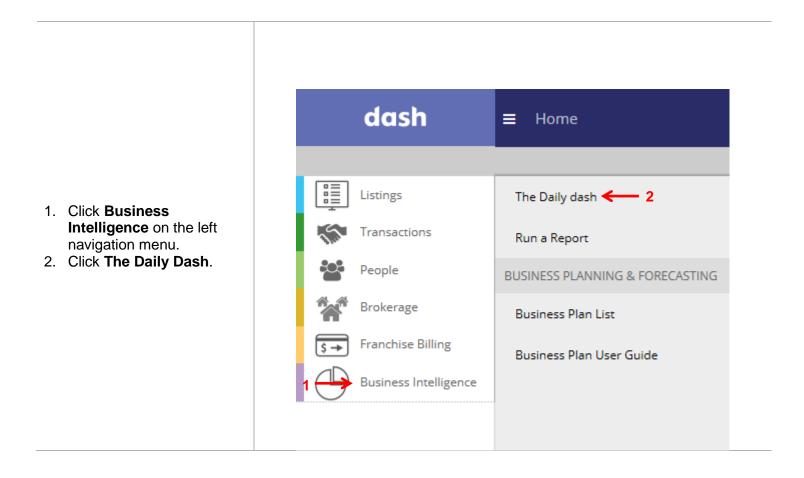
Daily Dash

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 | | | | | | |
| S7% Gross Comm. + Ot | | | | 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

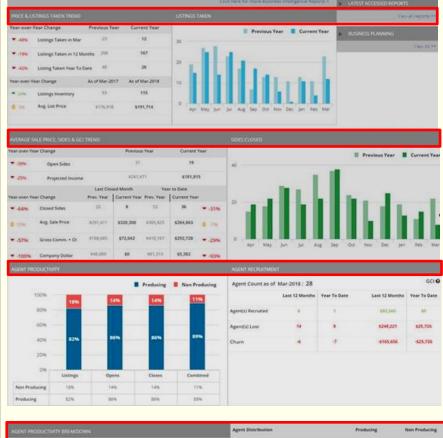
Daily Measures

| 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.





| 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. | |
|---|--|
| | |

| Latest Accessed Reports: Lists the reports which were accessed most recently. Click View all reports to go to the reports inventory page. | LATEST ACCESSED REPORTS |
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| Click View & Manage subscriptions | Listing Alerts |
| to go to the subscription management page. | View & Manage subscriptions >> |
| • Business Plan : Lists the most recent active business plans that you worked | BUSINESS PLANNING |
| on. Click View All to view all your "in | View All >> |
| progress" and "active/tracking" business plans. | |

Daily Dash