Glossary of Key Performance Indicators

This glossary explains the various items you will see in the Daily Dash. Many of the metrics represent year-over-year comparisons so you can see how your business is performing against the previous year.
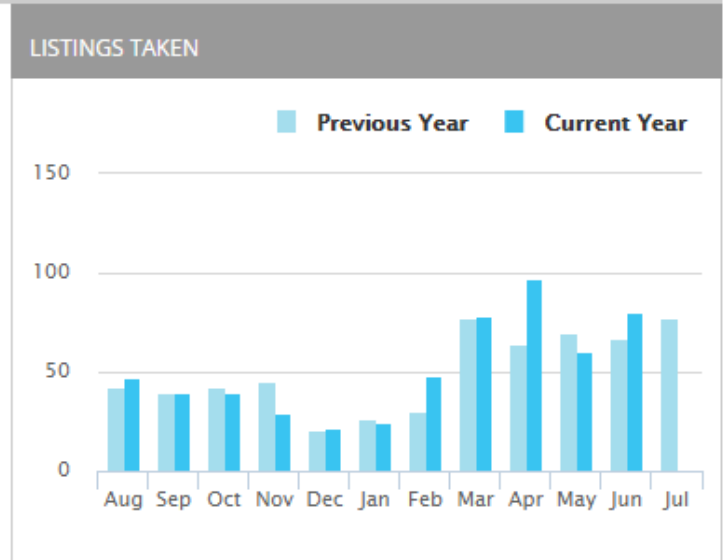
Daily Measures

Average List Price	Avg. Days On Market	Sales Volume - Last 30 Days	Closed TR - Last 30 Days	Agents With Active Listing
$107,612	268	$0	0	76%

Item	Description
Average List Price	• Displays the average list price for all residential and commercial sale type listings in Active status within the company • Displayed currency is based on user settings
Avg. Days on Market	Displays the average days on the market for all residential and commercial sale type listings in Active status within the company
Sales Volume – Last 30 days	• Displays the sales volume of the residential and commercial sale type Transactions closed in the last 30 days • For In-House Transactions, the volume will be calculated as twice the Sales Price
Closed TR – Last 30 days	• Displays the number of residential and commercial sale type Transactions closed in the last 30 days • In-House Transactions will be counted as 1
Agents with Active Listings	Displays the % of active agent records with at least 1 active listing within the company
Last feed sync at	Only displays if a company is using direct feeds or 3PI to provide their Listing/Transaction data. *Format: DD-Mon-YYYY HH:MM AM/PM* *Example: 09-Apr-2015 10:00 PM*

Monthly Key Performance Indicators

PRICE & LISTINGS TAKEN TREND

YEAR-OVER-YEAR CHANGE		Previous Year	Current Year
▼ -100%	Listings Taken in July	77	0
⬍ -6%	Listings Taken in 12 Months	602	566

YEAR-OVER-YEAR CHANGE		Previous Year	Current Year
▲ 36%	Listings Inventory	221	300
▼ -100%	Average List Price	$67,662	$0

LISTINGS TAKEN

PRICE & LISTINGS TAKEN TREND

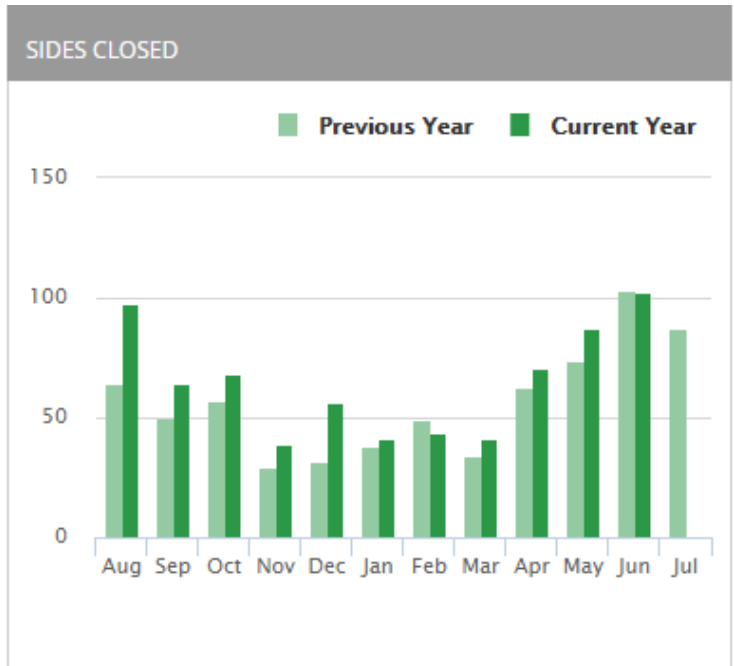| Item	Current Year	Previous Year
Listings Taken in <Month>	# Listings taken in the previous month. *Example: In July 2016, this metric includes all listings taken in June 2016.*	# Listings taken in the same month of the previous year. *Example: In July 2016, this metric includes all listings taken in June 2015.*
Listings Taken in 12 Months	# Listings taken in the prior 12 months, up until the previous month. *Example: In July 2016, this metric includes all listings taken from July 2015 to June 2016.*	# Listings taken in the prior 12 months, up until the same month of the previous year. *Example: In July 2016, this metric includes all listings taken from July 2014 to June 2015.*

PRICE & LISTINGS TAKEN TREND (CONT.)

Item	Current Year	Previous Year
Listings Inventory	# Active Listings at the end of the previous month. *Example: In July 2016, this metric includes all active listings as of June 30, 2016.*	# Active Listings at the end of the same month in the previous year. *Example: In July 2016, this metric includes all active listings as of June 30, 2015.*
Average List Price	Average list price of all the listings taken in the previous month. *Example: In July 2016, this metric is calculated using this formula:* *(Sum of list price of all listings taken in June 2016)* *(Number of listings taken in June 2016)*	Average list price of all the listings taken in the same month of the previous year. *Example: In July 2016, this metric is calculated using this formula:* *(Sum of list price of all listings taken in June 2015)* *(Number of listings taken in June 2015)*

LISTINGS TAKEN

Item	Current Year	Previous Year
Listings Taken chart	# Listings taken in a 11-month period, beginning from the previous month. *Example: In July 2016, this chart shows the listings taken from August 2015 till June 2016.*	# Listings taken in a 12-month period, beginning from the current month in the previous year. *Example: In July 2016, this chart shows the listings taken from August 2014 till July 2015.*

AVERAGE SALE PRICE & SIDES TREND

YEAR-OVER-YEAR CHANGE	Previous Year	Current Year
▼ -100% Open Sides	108	0
▼ -100% Projected Income	$818,902	$0

YEAR-OVER-YEAR CHANGE	Previous Year	Current Year
▼ -100% Closed Sides in	87	0
▼ -100% Average Sale Price	$207,058	$0
▼ -100% Gross Commission	$497,896	$0
▼ -100% Company Dollar	$231,378	$0

SIDES CLOSED

Legend: Previous Year, Current Year

Months: Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul

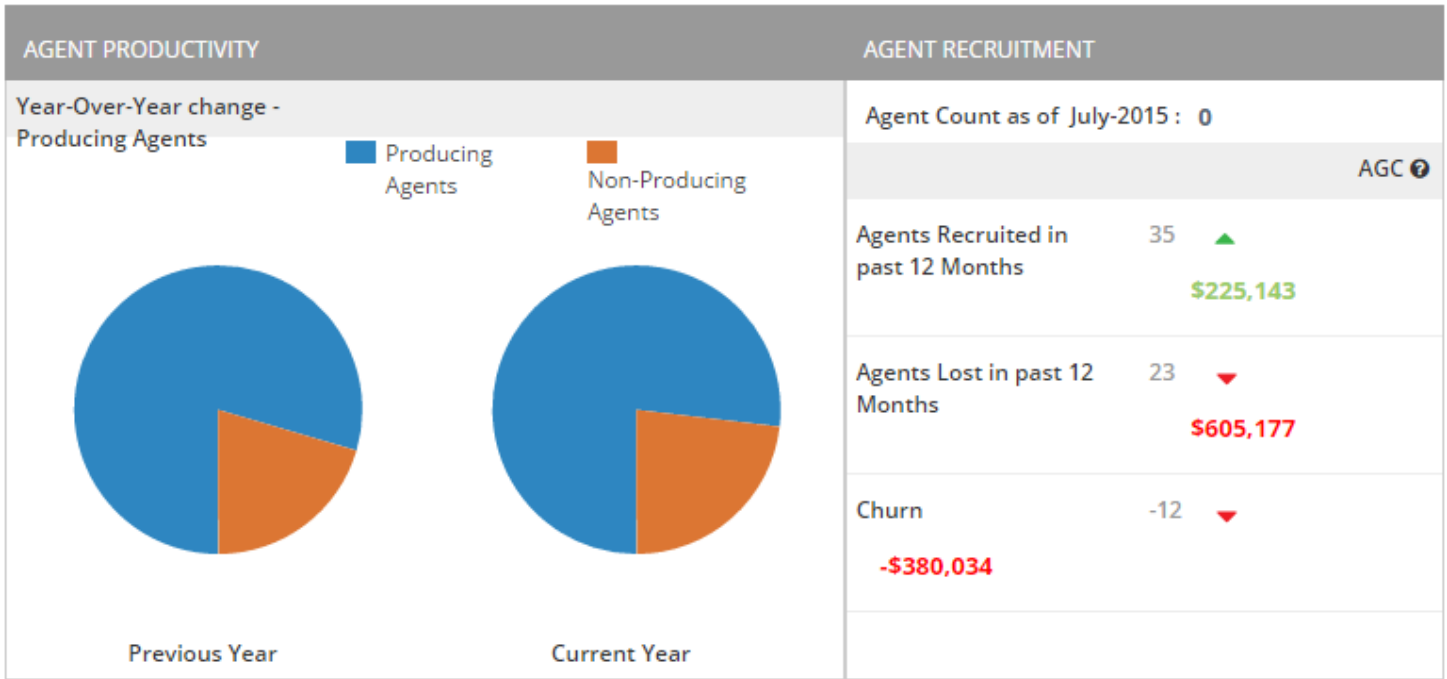## AVERAGE SALE PRICE & SIDES TREND

Item	Current Year	Previous Year
Open Sides	Total # list and sell sides in Open status on the last day of the previous month. *Example: In July 2016, this metric includes the total number of list and sell sides in Open status on June 30, 2016.*	Total # list and sell sides in Open status on the last day of the same month in the previous year. *Example: In July 2016, this metric includes the total number of list and sell sides in Open status on June 30, 2015.*
Projected Income	Total AGC of transactions in Open status on the last day of the previous month, and which have an estimated close date within 90 days. *Example: In July 2016, this metric includes the total AGC of all Transactions in Open status on June 30, 2016. All the transactions have an estimated close date within 90 days of June 30, 2016.*	Total AGC of transactions in Open status on the last day of the same month in the previous year, and which have an estimated close date within 90 days. *Example: In July 2016, this metric includes the total AGC of all Transactions in Open status on June 30, 2015. All the transactions would have had an estimated close date within 90 days of June 30, 2015.*

AVERAGE SALE PRICE & SIDES TREND (CONT.)

Item	Current Year	Previous Year
Closed Sides in <Month>	Total # list and sell sides closed in the previous month. *Example: In July 2016, this metric includes the total number of list and sell sides closed in June 2016.*	Total # list and sell sides closed in the same month in the previous year. *Example: In July 2016, this metric includes the total number of list and sell sides closed in June 2015.*
Average Sale Price	Average sales price of transactions closed in the previous month. *Example: In July 2016, this metric is calculated using this formula:* *(Sum of sale price of all transactions closed in June 2016)* ——————————————— *(Number of transactions closed in June 2016)*	Average sales price of transactions closed in the same month in the previous year. *Example: In July 2016, this metric is calculated using this formula:* *(Sum of sale price of all transactions closed in June 2015)* ——————————————— *(Number of transactions closed in June 2015)*
Gross Commission	Sum of all the list and sell side AGC for closings that occurred in the previous month. *Example: In July 2016, this metric includes the list and sell side AGC for all closings that occurred in June 2016.*	Sum of all the list and sell side AGC for closings that occurred in the same month in the previous year. *Example: In July 2016, this metric includes the list and sell side AGC for all closings that occurred in June 2015.*
Company Dollar	Total company dollar for closings that occurred last month. *Example: In July 2016, this metric includes the total company dollar for closings that occurred in June 2016.*	Total company dollar for closings that occurred in the same month in the previous year. *Example: In July 2016, this metric includes the total company dollar for closings that occurred in June 2015.*

SIDES CLOSED

Item	Current Year	Previous Year
Sides Closed chart	Total # list and sell sides closed in a 11-month period, beginning from the previous month. *Example: In July 2016, this chart shows the total number of list and sell sides closed from August 2015 till June 2016.*	Total # list and sell sides closed in a 12-month period, beginning from the current month in the previous year. *Example: In July 2016, this chart shows the total number of list and sell sides closed from August 2014 till July 2015.*

AGENT PRODUCTIVITY

Item	Current Year	Previous Year
Agent Productivity pie charts	Proportion of agents who were associated with at least one listing or a closing in the last 12 months (i.e. Producing Agents), vs. those who were not associated with any listing or closing (i.e. Non-Producing Agents) in the same period. *Example: In July 2016, this chart shows the proportion of producing vs non-producing agents from July 2015 to June 2016.*	Proportion of agents who were associated with at least one listing or a closing in a 12-month period, beginning from the current month in the previous year (i.e. Producing Agents), vs. those who were not associated with any listing or closing (i.e. Non-Producing Agents) in the same period. *Example: In July 2016, this chart shows the proportion of producing vs non-producing agents from July 2014 to June 2015.*

AGENT RECRUITMENT

Item	Count	Production
Agent Count as of <Month>	Total # Active agents (i.e. full-time and part-time) as of the same month in the previous year. *Example: In July 2016, this metric includes all active agents as of July 2015.*	N/A
Agents Recruited in Past 12 Months	# Agents recruited in the past 12 months. *Example: In July 2016, this metric includes all agents recruited from July 2015 to June 2016.*	Closed AGC of the agents who were recruited in the past 12 months. You can also see if the metric has increased or decreased from the previous time period. *Example: In July 2016, this metric includes the closed AGC of all agents recruited from July 2015 to June 2016.* *You can see if the metric represents an increase or decrease compared to the period July 2014 to June 2015.*

AGENT RECRUITMENT (CONT.)

Item	Count	Production
Agents Lost in Past 12 Months	# Agents deactivated in the past 12 months. *Example: In July 2016, this metric includes all agents deactivated from July 2015 to June 2016.*	Closed AGC of the agents who were deactivated in the past 12 months. You can also see if the metric has increased or decreased from the previous time period. *Example: In July 2016, this metric includes the closed AGC of all agents deactivated from July 2015 to June 2016.* *You can see if the metric represents an increase or decrease compared to the period July 2014 to June 2015.*
Churn	This measures the difference between the number of agents lost and recruited in the past 12 months. It is calculated using the following formula: *# Agents Lost in Past 12 Months* *-* *# Agents Recruited in Past 12 Months*	This measures the difference in AGC between agents lost and recruited in the past 12 months. It is calculated using the following formula: *AGC of Agents Lost in Past 12 Months - AGC of Agents Recruited in Past 12 Months*