

25 MOST IMPORTANT REAL ESTATE METRICS

KEY PERFORMANCE INDICATORS

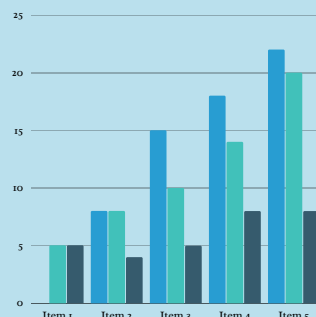


1. COMPANY PROPERTIES

- > Average commission per sale
- > Average commission per salesperson
- > Average dollar per square foot
- > Average sold price
- > Profitability per square foot
- > Net profit

2. COST-EFFECTIVENESS

- > Renting Costs
- > Rent-Ready Costs
- > Repair and Maintenance Costs



3. PROPERTY MANAGEMENT

- > Number of visits per real estate sale
- > Rented space usage quality (RSUQ)
- > Sold homes inventory ratio
- > Vacancy rate
- > Revenue per square foot
- > Management efficiency

4. MARKET

- > Absorption Rate
- > % Difference of asking and selling prices
- > Number of Days on Market



5. CUSTOMER

- > Conversion Rate
- > Traffic source percentage
- > Website Traffic
- > Contacts
- > Buyer/Broker Agreements
- > Listing Agreements
- > Tenant Turnover

