

# SAMPLE DASHBOARD

John Smith Real Estate Team

DATE: March 15

TEAM DASHBOARD	MONTH	MONTHLY GOAL	YTD	ANNUAL GOAL	YTD LISTINGS CLOSED	YTD BUYERS CLOSED
Closed Units	8	11	20	130	11	9
Closed Volume	\$4,506,876	\$8,000	\$10,850,455	\$401 Million	\$6,324,112	\$4,526,343
Pending Units	6					
Pending Volume	\$3,110,500					
Active Listing	12	9	< March			
Upcoming Listings	5					

WEEKLY LEAD GEN	LEADS & ATTEMPTS	CONTACTS	APTS	CONTRACTS	CONTACT GOAL	OPEN HOUSES	# ADDED TO DATABASE
Agent #1	156	86	2	2	80	0	5
Agent #2	123	65	1	0	50	2	10
Agent #3	188	95	3	2	100	1	12
YTD LEAD GEN	LEADS	CONTACTS	APTS	CONTRACTS	YTD OPEN HOUSES	TOTAL IN DATABASE	DATABASE GOAL
Agent #1	1,560	516	22	21	3	950	1,100
Agent #2	738	390	13	6	9	124	250
Agent #3	1,128	570	35	19	6	275	450

AGENT LEAD MEASURES

AGENT PRODUCTION	ANNUAL UNITS GOAL	YTD CLOSED UNITS	BUYERS AGENCY PENDING	UNDER CONTRACT PENDING	# OF TEAM GENERATED CONTRACTS	# OF AGENT GENERATED CONTRACTS	YTD CLOSED GCI
Agent #1	55	12	0	2	2	12	\$172,956
Agent #2	35	2	8	1	8	3	\$11,240
Agent #3	40	6	12	3	11	10	\$72,550

AGENT LAG MEASURES

LEAD SOURCING YTD	COI	FSBO	EXPIRED	JUST LISTED & SOLD	FARMING	OPEN HOUSES	VENDOR REFERRALS
Closed Units	12	3	0	0	2	2	1
Closed Volume	\$7,910,430	\$980,000	0	0	\$835,200	\$774,825	\$350,000
Listings	6	3	0	0	1	0	1
Buyers	6	0	0	0	1	2	0

ACTIVE LISTINGS	JAN	FEB	MARCH	APRIL	MAY	JUNE
NEEDED EACH	8	15	20	20	25	25
MONTH TO REACH	JULY	AUG	SEPT	OCT	NOV	DEC
ANNUAL GOAL	30	25	20	15	15	15

CLOSED UNITS	JAN	FEB	MARCH	APRIL	MAY	JUNE
NEEDED EACH	5	7	9	11	14	19
MONTH TO REACH	JULY	AUG	SEPT	OCT	NOV	DEC
ANNUAL GOAL	18	15	12	8	7	5

