



## Company Key Management Number Definitions

- **Monthly Office Operating Expenses:** (Burn Rate) General and Administrative, Marketing, Communication and Occupation costs of running the office.
- **Monthly Office Net Profit Desired:** Dollar amount of monthly profit desired after Monthly Operating Expenses.
- **Company Dollar %:** GCI minus Cost of Sales divided by GCI expressed as a percentage. Profitability indicator. Represents the proportion of each dollar of revenue the company retains as gross profit.
- **Average Price per Transaction:** Average final closed price for listings and sales.
- **Average % Commission / Transaction Side:** Average commission percentage earned. Use an average between a Listing side sale and a Buyer side sale.
- **Percent of Business from Listings:** Company dollar from listings sold divided by total company dollar. Indicator of how focused the company is on listings. Shows where sales agents are spending their time.
- **Listing Inventory Sales Rate:** The number of Listings sold divided by Listings taken. It is the percentage of your listings that sell and reflects the quality of inventory.
- **Average Days on Market:** The average number of days it takes for a listing to go from just listed to under contract.
- **Percentage of Sales that Close:** The number of closed Sales within a given period of time divided by contracts pending during that same period of time.
- **Office Agent Capacity:** Number of agents the office/company can support with current staff and resources.
- **Current Agent Count:** Number of agents the office/company is currently supporting