▶ Video: **Managing Company Key Numbers**

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Introduction

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Impact your Profitability in any market

- Increase the Capacity of your company or office
- You have the control
- Know and understand your numbers
- Build a list of Causes
- Develop the Cures
- Implement the strategy
- They are great for setting goals
- They can easily be measured for accountability
- They have a positive impact on the health of the company and the agents

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Let's get started!

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Notes:

▶ Video: **Key Number Definitions**

Notes:

Input Key Numbers

Monthly Office Operating Expense	$0
Monthly Office Net Profit Desired	$0
Company Dollar %	0.00%
Average Price / Transaction	$0
Average % Commission / Transaction Side	0.00%
Percent of Business from Listings	0.0%
Listing Inventory Sales Rate	0.0%
Average Days on Market	0
Percent of Sales that Close	0%
Office Agent Capacity	0
Number of Agents Currently in Office	0

Key Number Definitions

Monthly Office Operating Expenses - Expenses: (Burn Rate) General and Administrative, Marketing, Payroll, Communication and Occupation costs of running the office per month.

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Monthly Office Net Profit Desired - The average dollar amount of monthly profit desired after Monthly Operating Expenses.

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Company Dollar % (Gross Margin) - 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.

Notes:

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Average Price per Transaction - Average final closed price for listings and sales.

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Average % Commission / Transaction Side - Average commission percentage earned. Use an average between a Listing side sale and a Buyer side sale.

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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.

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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.

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Average Days on Market - The average number of days it takes for a listing to go from just listed to under contract.

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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.

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_____

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.

_____

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Final Thoughts

>>> Next Video <<<

▶ Video: **Working with the Spreadsheet**

Notes:

Working with the Spreadsheet

- Input your _____ numbers

_____

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- _____ the results

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- Make _____

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- Small adjustments have a large _____ on capacity and profitability

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Input Key Numbers	
Monthly Office Operating Expense	$0
Monthly Office Net Profit Desired	$0
Company Dollar %	0.00%
Average Price / Transaction	$0
Average % Commission / Transaction Side	0.00%
Percent of Business from Listings	0.0%
Listing Inventory Sales Rate	0.0%
Average Days on Market	0
Percent of Sales that Close	0%
Office Agent Capacity	0
Number of Agents Currently in Office	0

Notes:

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▶ Video: **Identifying Causes**

Notes:

Identifying Causes Exercise

- Work on _____ Key Number at a time

- _____ the definition and make sure you know how that number is produced

- Start to build a _____ of reasons that Key Number would be under performing

- Don't just say "Lack of Training"

- Go Deeper, think of…

  - _____

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  - _____

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  - _____

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  - _____

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- Never use Time or the _____ as a cause

- They are the great equalizer

- _____ your thoughts, make sure you don't miss something

_____

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Next Step

Notes:

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The Training Academy

▶ Video: **Identifying Cures**

Notes:

Identifying Cures Exercise

- Pick a Key Number that is _____ performing or you want to improve

- Review the definition and make sure you know how that number is produced

- Review your _____ impacting that number

- Determine which Causes are really impacting that number currently

_____

_____

Building Your Cures

- To cure a Key Number, think of how you can…

  Change _____

  Change the _____

  Change _____

  Improve knowledge and competency

- Like Causes, go deeper

- When you have some Cures…

  - Think of how you will _____

  - Think of what _____ you will use

  - Build your _____ to move the needle

Example

_____ Notes:

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Video: **Wrap Up**

Notes:

Wrap Up

- Do the hard work of building the _____ and _____ .

- Think about setting _____ for the Key Numbers you want to improve

- _____ is the best approach

- It will take three months or more to see true results

- Remember, almost every Key Number you improve has an _____ on the Agents Key Numbers

- If you are struggling with Key Numbers, we are here to help

Contact us at
danelzer.com or 407-786-5525

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Thank you!