

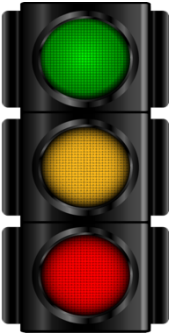


# Create a More Productive & Profitable Organization: 10 Key Areas for Closing Gaps & Driving Growth

The secrets of your future business growth are in discovering the strengths and weaknesses of your current systems, marketing assets, people and financial information. Examining and benchmarking the metrics in these 10 key business areas can start you on the path to gaining a true understanding of your company's landscape to determine your business's direction and focus.

- 1. Business overview
- 2. Production & key metrics
- 3. Growth checklist
- 4. Systems
- 5. Staff & executives
- 6. Agent quartiles
- 7. Marketing & tech expenses
- 8. Marketing
- 9. Lead generation
- 10. Retention/In & Out Report

Of these 10, today we are going to focus on these specific metrics within the Business Overview:



- 1. Churn
- 2. Square Foot Per Agent
- 3. Fallout Rate
- 4. Closed Units per FTE
- 5. Expenses, specifically
  - a. Facilities
  - b. Staff
  - c. Lead Generation
- 6. Closed Units
- 7. Company Dollar %
- 8. Company Dollar per Closed Unit
- 9. Return on Revenue

## NOTES

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Systems and The Tech 500: <https://www.realestatealmanac.com/technology-services/>

Overview Enterprise Top of Funnel Middle of Funnel Bottom of Funnel Post Funnel Broker Platform Other



The residential real estate brokerage industry has a vast pool of technology to choose from. That's why T3 Sixty built the Tech 500, to present real estate's leading tech products – those with happy customers, great support, adaptive and forward-thinking product roadmaps, and innovative tools – in one place, organized into 63 functional categories.

The Tech 500 is an annual list of the industry's leading tech products designed to help brokers, agents and teams better evaluate and choose technologies that will help them grow and streamline their businesses. T3 Sixty, based on its extensive consulting practice and thorough research, selected 300 leading products mapped across the Real Estate Technology Landscape for 2021.

**T3 Fellows** is a brokerage and team development program that combines expert consulting, masterminding with peers and competitive education from the real estate industry's leading research and management consulting firm, T3 Sixty. This program is geographically exclusive to participants, and space is limited. To see complete details of the Fellows program, visit [www.T3Fellows.com](http://www.T3Fellows.com). If you have questions, please contact Dean Cottrill at [dean@t3sixty.com](mailto:dean@t3sixty.com), or schedule a 30-minute confidential discussion about the program at <https://bit.ly/deant3consult>.

### What participants have accomplished by working with T3 Sixty in the Fellows program:

*Increase of 20% of our volume...and a very large increase in the number of recruits.  
When I look at the amount of revenue I've generated as a result of being in the program, it's been a very good investment. –Paul Baron, C21 Leading Edge*

*...increasing my bottom line and helping me grow my company substantially, making it more profitable.  
–Dava Davin, Portside Real Estate Group*

*Through the last 2 years, we had a 7-figure profit, and on top of that, due to efforts and the mentorship within the program, we were recently able to double that 7-figure profit. –Matt Curtis, Matt Curtis Real Estate*