TELEMETRY BI FOR REAL ESTATE

Real Estate Executive Dashboard Portfolio

The 6 Visuals That Control Brokerage Performance

A practical executive view of office profitability, agent performance, transaction mix, production quality, and company-wide trend.

OFFICE CONTRIBUTION	GROSS PROFIT / SIDE	LISTING MIX	COMPANY SIDES
$182K	**$2,540**	**63%**	**153**
YTD: $1.18M	YTD: $2,430	YTD: 61%	YTD: 1,948

PROFITABILITY → P&L DRIVERS → OFFICE QUALITY → AGENTS → MIX → TREND

Synthetic illustrative data based on Telemetry BI dashboard structures. No source customer figures are reproduced.

5X Solutions

THE EXECUTIVE VIEW

Six Questions Every Brokerage Executive Should Be Able to Answer

A brokerage can grow transaction volume while office economics deteriorate underneath the surface. Sides alone do not tell you whether an office is creating value, whether agents are producing profitable business, or whether the mix behind today's results is sustainable.

1 Which offices are actually profitable?

See contribution, margin, and volume side by side.

2 What is driving office-level profit or loss?

Connect sales activity to revenue, cost of sales, overhead, and net income.

3 Which offices have the healthiest production quality?

Compare gross profit per side, contribution, and listing dominance.

4 Which agents are driving production?

Rank producers using current and YTD sides with trend context.

5 Are we winning the right side of the transaction?

Track listing vs. buyer-side mix and trend direction.

6 Is company production on plan?

Compare total sides with goals and long-term direction.

The value isn't six reports. It's seeing how brokerage economics connect.

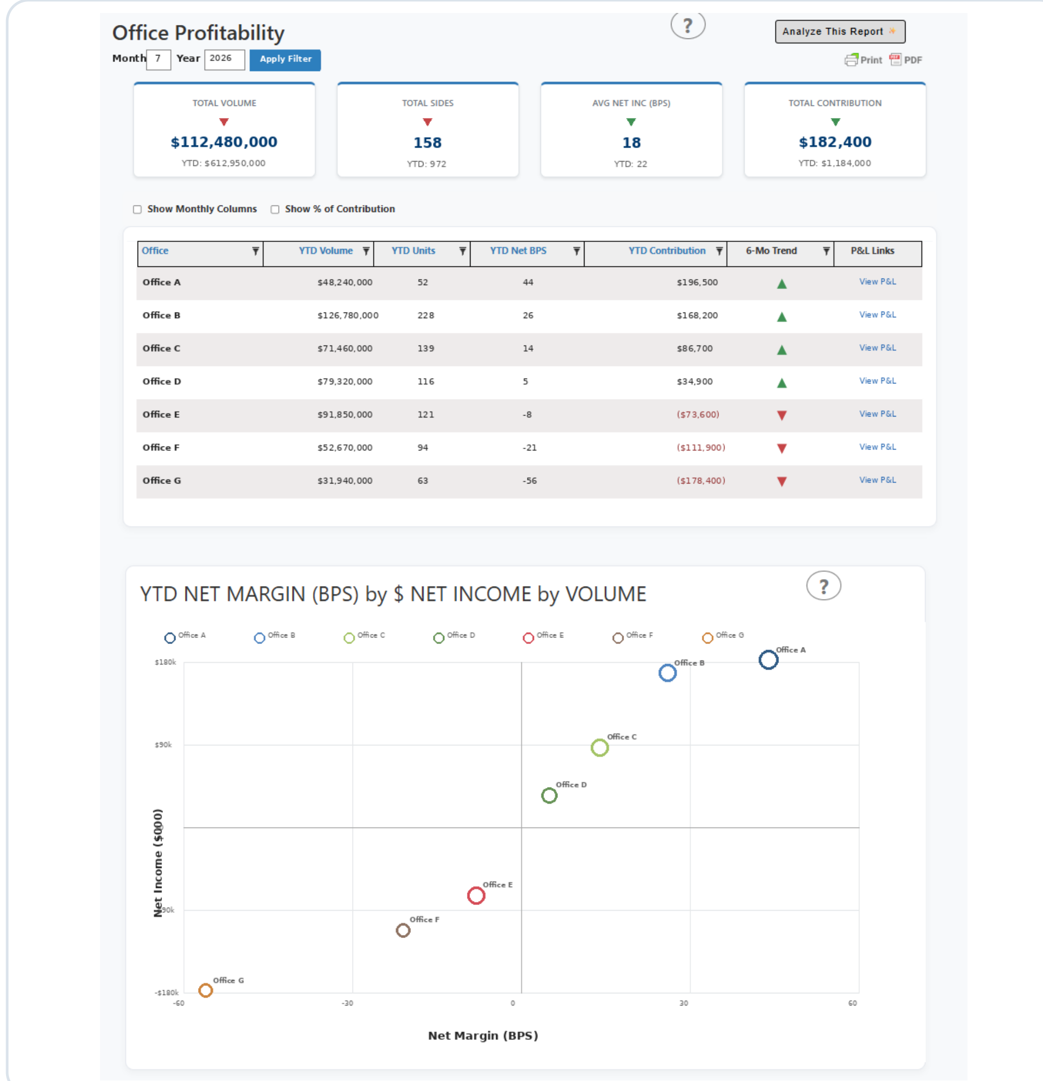
1 | TELEMETRY BI - OFFICE PROFITABILITY

Which Offices Are Actually Profitable?

Production volume can hide very different economics by office. Telemetry BI brings contribution, net margin, volume, and trend into one view so leadership can immediately see which offices are creating value - and which require attention.

WHAT LEADERSHIP CAN SEE

- YTD volume by office
- Net margin in BPS
- Contribution dollars
- Six-month trend
- Direct links to office P&Ls



Office	YTD Volume	YTD Units	YTD Net BPS	YTD Contribution	6-Mo Trend	P&L Links
Office A	$48,240,000	52	44	$196,500	▲	View P&L
Office B	$126,780,000	228	26	$168,200	▲	View P&L
Office C	$71,460,000	139	14	$86,700	▲	View P&L
Office D	$79,320,000	116	5	$34,900	▲	View P&L
Office E	$91,850,000	121	-8	($73,600)	▼	View P&L
Office F	$52,670,000	94	-21	($111,900)	▼	View P&L
Office G	$31,940,000	63	-56	($178,400)	▼	View P&L

Actual Telemetry Office Profitability screen - values fully replaced *Synthetic values replace all source numbers*

See which offices create economic value before volume growth masks a profitability problem.

What Is Driving Office-Level Profit or Loss?

Once an office is identified as an outlier, leadership needs to understand why. The office P&L connects closed-side activity to revenue, cost of sales, overhead, EBITDA, and net income so managers can move from a ranking to the financial drivers underneath it.

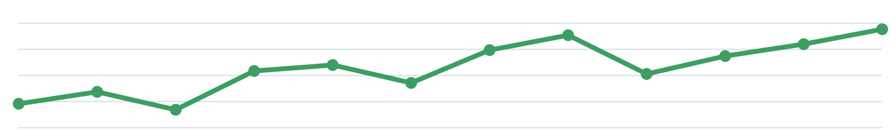
WHAT LEADERSHIP CAN SEE

- Closed sides and volume
- Sales revenue
- Cost of sales
- Gross profit
- Overhead / EBITDA
- Net income and trend

Full P&L - Office B002

Metric	Monthly	YTD	Trend
Closed sides	21	112	▲
Closed volume	$10.8M	$58.6M	▲
Sales revenue	$132,400	$1,308,700	▲
Cost of sales	($79,900)	($826,500)	▲
Gross profit	$52,500	$482,200	▲
Overhead	($34,800)	($292,100)	▼
EBITDA	$17,700	$190,100	▲
Other income/(exp)	($2,400)	($18,600)	-
Net income	$15,300	$171,500	▲
Net margin (BPS)	14	29	▲

12-Month Net Income Trend



Office profitability is more useful when the P&L is one click away from the ranking.

Which Offices Have the Healthiest Production Quality?

Not all transaction volume contributes equally. Telemetry BI compares office production using gross profit per side, listing dominance, contribution, and expense per side so leadership can identify offices that are both productive and economically healthy.

WHAT LEADERSHIP CAN SEE

- Gross profit per side
- Listing dominance ratio
- Office contribution
- YTD sides
- Expense per side
- Office trend

Actual Telemetry Office Production Quality & Profitability screen - all source values replaced

The strongest office is not always the one with the most sides - it is the one producing profitable sides consistently.

Which Agents Are Driving Production?

Brokerage averages can hide very different performance at the individual agent level. Agent Rankings combine monthly production, year-to-date production, in-the-money vs. out-of-the-money sides, and trend direction so leadership can see who is producing - and how durable that production appears.

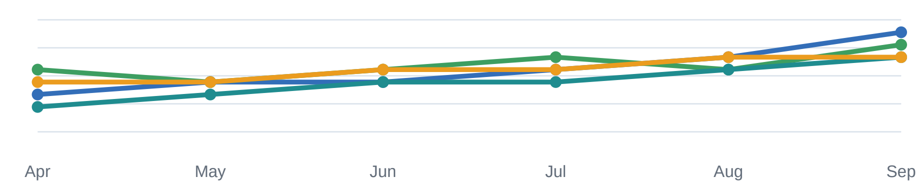
WHAT LEADERSHIP CAN SEE

- Monthly rank
- Current sides
- YTD sides
- ITM / OTM split
- Six-month trend
- Office affiliation

Agent Rankings

Rank	Agent	Office	6-Mo	Mo Sides	ITM	OTM	YTD
1	Agent 0142	B002	+0.5	8	8	0	92
2	Agent 0317	B011	+0.3	7	6	1	81
3	Agent 0264	B004	+0.2	6	6	0	74
4	Agent 0188	B002	+0.4	6	5	1	69
5	Agent 0441	B010	-0.2	5	5	0	62
6	Agent 0523	B008	+0.1	5	4	1	58
7	Agent 0679	B001	+0.6	5	5	0	53
8	Agent 0734	B011	-0.1	4	4	0	49

TOP 4 AGENTS - MONTHLY SIDES TREND



Agent rankings are more useful when production, profitability, and trend are visible together.

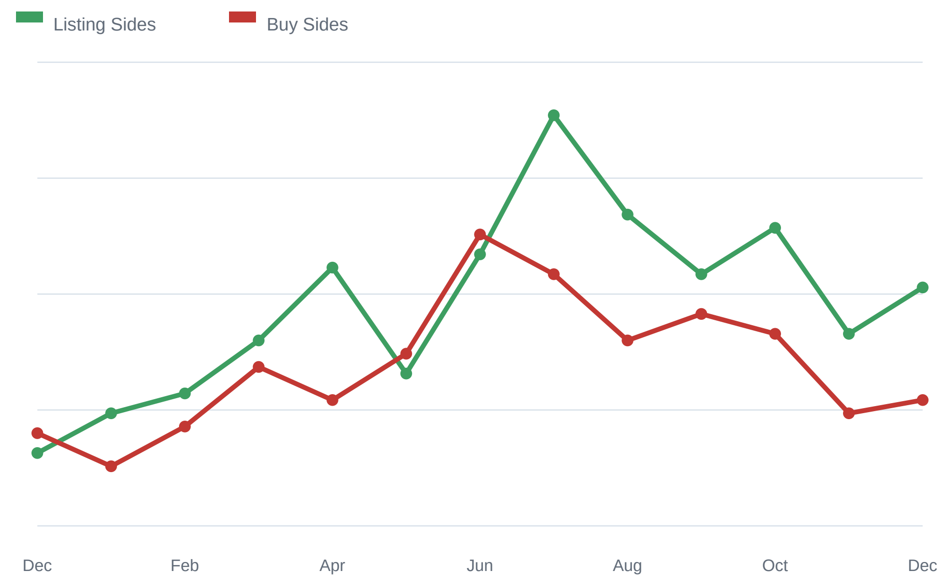
Are We Winning the Right Side of the Transaction?

Listing-side and buyer-side production carry different strategic implications for recruiting, market presence, inventory access, and margin. Tracking the mix over time helps brokerage leaders see whether the company is gaining control of listings or becoming increasingly dependent on buyer-side transactions.

WHAT LEADERSHIP CAN SEE

- Listing sides
- Buyer sides
- 13-month trend
- Listing dominance
- Mix shifts by period
- Strategic direction

Listing vs. Buy Side Trends



LATEST LISTING	LATEST BUYER	13-MO LISTING
86	69	61%
56% of sides	44% of sides	Trend: up

A brokerage's production mix can be just as important as its production total.

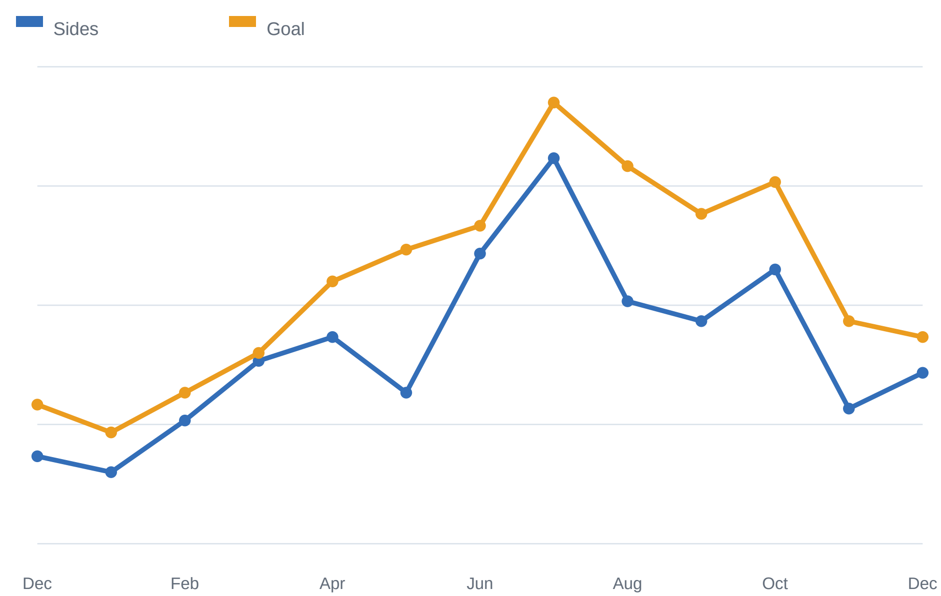
Is Company Production on Plan?

Executives need to know whether current production is keeping pace with plan and whether the direction of travel is improving. Company-wide sides trends combine actual results with goals so leaders can separate a strong month from a sustained trend.

WHAT LEADERSHIP CAN SEE

- Company-wide sides
- Monthly goal
- Variance to plan
- 13-month trend
- Direction of travel
- Drill-down to transactions

Company Wide Sides Trends



LATEST SIDES

153

Goal: 162

VARIANCE

-9

-5.6%

YTD SIDES

1,948

Trend: improving

The goal is not simply to know whether production missed plan - it is to see the trend early enough to manage the outcome.

ONE BROKERAGE OPERATING VIEW

Six Visuals. One Management System.

No single dashboard controls brokerage performance. The value comes from connecting the economic questions - from office profitability to the people, mix, and production trends driving the result.

PROFITABILITY
Which offices create value?

>

P&L
Why are they profitable or unprofitable?

>

QUALITY
Is production economically healthy?

>

AGENTS
Who is driving the result?

>

MIX
Are listings or buyers driving growth?

>

TREND
Are we on plan?

One source of truth. One connected brokerage view.

FINANCIAL DATA

Revenue, cost of sales, overhead, contribution, P&L

+

TRANSACTION DATA

Sides, volume, agent activity, listing / buyer mix

=

EXECUTIVE INTELLIGENCE

Office profitability, agent economics, production quality, market direction

Telemetry BI connects office, agent, transaction, and financial data into one management view.

SEE TELEMETRY BI FOR REAL ESTATE IN ACTION

Built to Show Brokerage Economics - Not Just Transaction Counts.

Telemetry BI for Real Estate gives brokerage leaders a management view of office profitability, agent performance, production quality, transaction mix, and company-wide trends. The result is a clearer picture of where the business is creating value - and where management attention is needed.

Office

Profitability

Contribution, margin, P&L

Agent

Performance

Rankings, trend, ITM / OTM

Mix

Intelligence

Listing vs. buyer-side trend

Company

Direction

Sides vs. goal over time

See Your Brokerage Through These Six Views

Schedule a Telemetry BI for Real Estate demo and walk through office profitability, agent rankings, transaction mix, production quality, and company-wide performance in one connected executive view.

Schedule an Executive Demo

Synthetic data used throughout this portfolio.