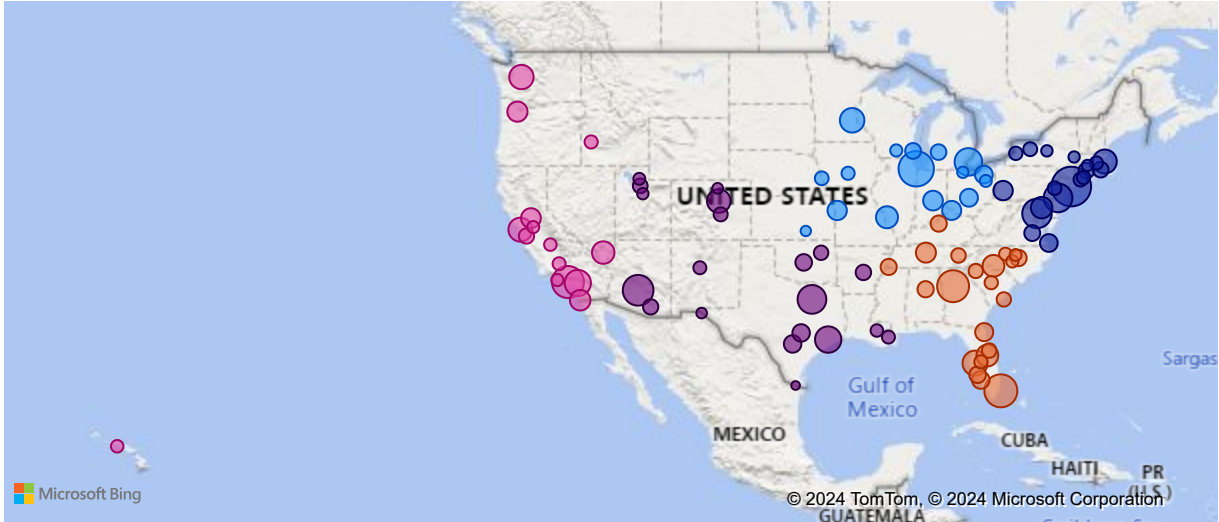




Balanced Approach

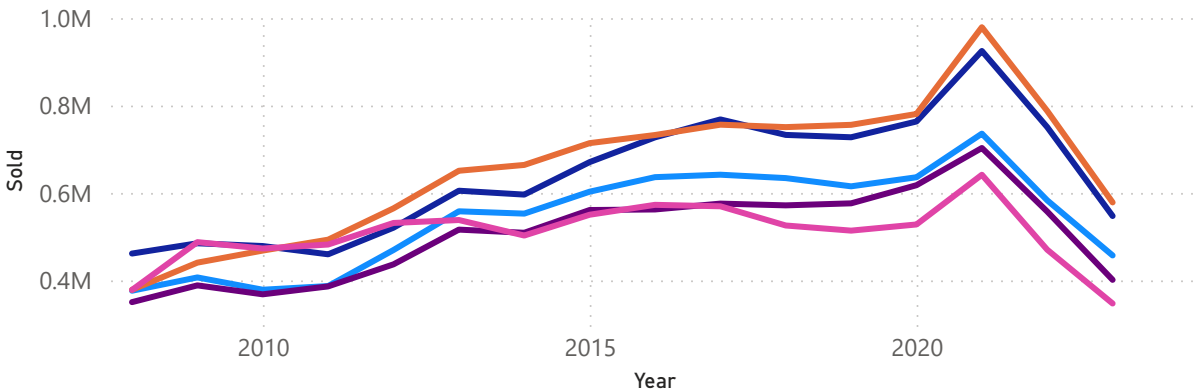
Region ● Midwest ● Northeast ● South ● Southwest ● West



Region	AVG Homes Sold per Month	PCT of Sold	AVG Sale Price	Profit	Avg of Mean Days to close	PCT diff Homes Sold per month 2023 vs 2020	PCT Diff Price 2023 vs 2020
Midwest	2,664	12.80%	\$167,540	\$1,675	30.06	-28%	24.47%
Northeast	2,810	15.09%	\$241,154	\$2,412	40.47	-28%	27.37%
South	2,491	15.50%	\$192,238	\$1,922	31.68	-26%	38.19%
Southwest	2,113	11.93%	\$221,915	\$2,219	29.35	-34%	31.45%
West	2,822	11.97%	\$416,508	\$4,165	28.13	-34%	25.20%
Total	2,560	67.30%	\$240,280	\$2,403	32.13	-30%	29.24%

Sold by Year and Region

Region ● Midwest ● Northeast ● South ● Southwest ● West



Recommendation

Option 1 - balanced based off number of houses sold

- Divide states into 5 groups, each would have 2 agents assigned
- Northeast - 1 person covers New York and northeast states and other covers PA, MD,VA, NJ
- South - 1 person covers Florida and other covers AL, GA, KY, NC, TN, SC
- Mid West - 1 person covers OH, IL, MI, WI, the other covers IL, IA, MN, NE, KS, MO
- South West - 1 person covers TX and the other covers AR, AZ, CO, LA, NM, OK, UT
- West - 1 person covers southern CA and NV, and the other covers northern CA, OR, WA,ID

Assuming a 1% profit margin and 1 sale per agent per month you should net around \$37 K per month.



Profit Approach

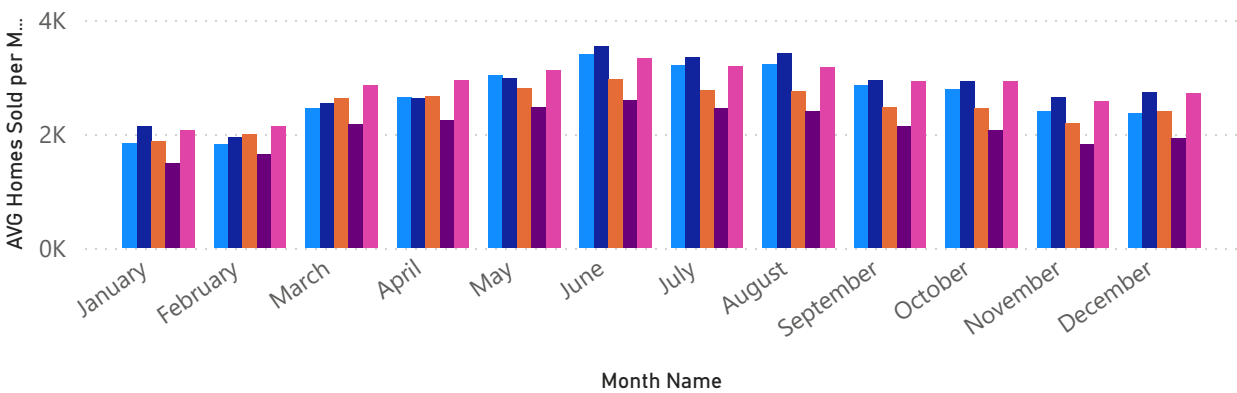
Region ● Northeast ● Southwest ● West



RegionName	AVG Homes Sold per Month	PCT of Sold	AVG Sale Price	Profit	Average of Mean Days to close	PCT diff Homes Sold per month 2023 vs 2020
San Jose, CA	990	0.33%	\$1,410,542	\$14,105	23.00	-22%
San Francisco, CA	2,671	0.88%	\$1,060,000	\$10,600	23.00	-32%
Los Angeles, CA	5,923	1.96%	\$867,125	\$8,671	28.00	-32%
San Diego, CA	2,160	0.72%	\$830,729	\$8,307	26.00	-35%
Oxnard, CA	498	0.17%	\$812,500	\$8,125	28.00	-39%
Urban Honolulu, HI	676	0.22%	\$668,505	\$6,685	38.00	-18%
Seattle, WA	3,313	1.10%	\$654,683	\$6,547	27.00	-40%
Boston, MA	3,576	1.18%	\$617,583	\$6,176	41.00	-32%
Denver, CO	3,105	1.03%	\$560,458	\$5,605	28.00	-36%
New York, NY	11,924	3.95%	\$552,750	\$5,528	52.00	-29%
Total	3,484	11.54%	\$803,488	\$8,035	31.40	-32%

AVG Homes Sold per Month

Region ● Midwest ● Northeast ● South ● Southwest ● West



Recommendation

Option 2 - Based on profit

- Minimum 1 per market

Assuming a 1% profit margin and 1 sale per agent per month you should net between \$80 K and 100 K per month.



Recommendation

Monitor Real Estate staff based on below metrics. All metrics would compare against the market they were in and then could be aggregated to compare against other agents.

- Days on Market
- Average Sale Price vs market
- List to Sale Ratio
- Customer Satisfaction



- Number of realtors - Would tell what type of competition there was for the available inventory
- Demographics - might be helpful depending if business was targeting a certain clientele
- Population growth - Where are people moving to or away from, would help in targeting the upcoming growth
- A more in-depth data set - current one only had top 90 metro markets and there were some data anomalies - example no metro areas in NJ
- More information on business/ growth plan