**Redwood Realty Executive Summary**

*Stephanie, Nathan & Amanda*

Redwood Realty (“Redwood” or “the company”) is a small office of 29 real estate professionals and support staff is in Arcata, California, and serves all of Humboldt County, near the northern border of California.

Redwood needs a database that is capable of efficiently monitoring performance in several areas to enable the company to forecast sales (regionally and seasonally), predict customers’ closing potential, and analyze agent performance. Additionally, the database needs to provide agents with up-to-date listing information to match them with customers’ needs.

**Business Requirements**

* What kind of customers generate the most commission?
* How do seasonal fluctuations affect sales? (average listing times, sale prices, commissions)
* How is pricing related to time on market?
* How are listing agents performing?

**Information Package**

Hierarchies

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Information Subject: Sales | | | |  |
| Date | **Customer** | **Property** | **Agent** | **Offer** |
| Year | State | State | Title | Initial Offer |
| Season | City | City | Gender | Counter Offer |
| Month | Zip code | Zone | Hire Date | Contact Reason |
| Week | Contact Reason | Zip code | Birth Date |  |
| Day of the week |  | Number of Bedrooms | Commission Rate |  |
| Holiday |  | Number of Bathrooms |  |  |
|  |  | SqFt |  |  |
|  |  | Year Built |  |  |
|  |  | Lot Size |  |  |
|  |  | Number of Stories |  |  |
| Fact: Asking Price, Bid Price, Days on Market, Commission ($) | | | | |