



**UNITING METRIC
YEAR 2023**

WHAT is IR ?

- IR will refer to Internal Reference.
- LRC will refer to Lead Reference Conversion
- ICR will refer to Internal Category Reference



IR INCENTIVE FOR SALES

IR INCENTIVE:

Tk. **15000** / Crore, Maximum TK. **100,000**

LRC INCENTIVE:

TK. **3,000** (up to 50 lac)

TK. **5,000** (above 50 lac)

Luxury – TK. **10,000**



IR INCENTIVE FOR BUSINESS DEVELOPMENT

IR INCENTIVE:

Luxury: TK. 20,000/Katha

Classic: 10,000/Katha

Maximum TK. 2 lac for both Luxury & Classic

NO LRC IS APPLICABLE FOR BD



IR INCENTIVE FOR BROKERAGE

IR INCENTIVE (SALES /INVENTORY):

TK. **15000** / Crore, Maximum TK. **50,000**

LRC INCENTIVE SALES :

TK. **3,000** (up to 50 lac), TK. **5,000** (above 50 lac)

Luxury – TK. **10,000**

IR INCENTIVE RENT:

Residential & Commercial: **5%** of service charge

Max. Tk **10,000** per deal.



ICR INCENTIVE FOR SALES & BROKERAGE

ICR INCENTIVE: SALES TO BROKERAGE/BROKERAGE TO SALES

Tk. **5000** / Crore, Maximum TK. **25,000**



IR INCENTIVE FOR SQUARE FEET STORY (SFS)

IR INCENTIVE FOR INTERIOR :

TK. **2,000** /lac. Maximum TK. **50,000**

External customers only

IR INCENTIVE FOR BUILDING DESIGN & CONSTRUCTION WORK :

2% on all building design works

1% on all construction works above TK. **25lac**

No incentive on smaller works



IR INCENTIVE FOR LAND PROCUREMENT

**Holiday Homes (min size 75bigha)
or Affordable Housing (min Size 30bigha)
by non-BD employee(s)**

Tk 20,000/ per bigha

Max Tk 750,000/

**Total amount to be distributed amongst the people involved
(including Law team) prorata salary basis**



QUARTERLY WINNER AWARD

- Quarterly Winner of the Max IR Earned in Taka will receive a **CASH REWARD** of **Tk 25,000/-** at the end of every quarter.
Minimum IR earned must be Tk50,000/- in the quarter
- Quarterly Winner of the Highest TOTAL VALAUE OF LAND THROUGH IR in the quarter- **Tk 25,000/** at the end of each quarter.
Minimum 10k land signed in the quarter.



ANNUAL WINNER AWARD

- Annual Winner of the Max IR Earned in Taka will receive a **CASH AWARD** of **Tk 1lac** and a trophy at the annual Corporate Summit.
Minimum IR earned must be Tk2,00,000/ in the whole year
- Annual Winner of **Highest TOTAL VALUE OF JV LAND THROUGH IR** in the whole year (BD)- **TK 1lac** and a trophy at the annual Corporate Summit.
Minimum 40 Katha land signed in the whole year.



CHAMPION WINNER (SALES)

- Quarterly Winner of HIGHEST TOTAL VALUE OF SALES THROUGH IR in the quarter (SALES AND BROKERAGE TOGETHER)- **TK 25000/** at the end of each quarter.

Minimum sales value Tk 4crore

- Annual Winner of HIGHEST TOTAL VALUE OF SALES THROUGH IR in the whole year (SALES AND BROKERAGE TOGETHER)- **TK 1lac** and a trophy at the annual Corporate Summit.

Minimum sales value Tk 16crore



COMMERCE ASSOCIATE

1. Commerce Assistance will be applicable for four departments/SBUs only, Sales, Business Development, Brokerage & BuyBack.
2. Those who will be assisting the commerce team in deal closing will be called the Commerce Associate.
3. Commerce Assistance will be applicable if support/assistance is taken from other depts/persons in the following manner:
 - When any customer/JVC refers any specific employee of bti to the concern commerce person
 - When any customer/JVC seeks support directly from any employee of bti
 - Any member from above mentioned four Commerce Team requests for support/assistance from any particular member bti



COMMERCE ASSOCIATE

4. Three (1st, 2nd and 3rd) Commerce Associates will be selected in each month from the four commerce teams.
5. Three winners will be rewarded in cash by **TK. 10K, 7k, 5k** respectively in each month.
6. A separate chart will be maintained for “Commerce Associate” in parallel with “UM Tracker”.
7. Champion Associate will be selected based on cumulative highest Incentive .
8. The Champion Associate will receive a Trophy and **Tk50k**



IR INCENTIVE FOR BuyBack PROGRAM

IR INCENTIVE (INVENTORY):

TK. **15000** / Crore, Maximum TK. **50,000**

Applicable on Selling Price



UNITING METRICS

- An excel file has been prepared to keep record of IR Incentive where each of us can keep track of their **OWN** Incentive.
- This incentive tracking system will be uniting the entire organization. That is why we call this as “**UNITING METRIC (UM)**”. The file will be known as ‘**UM Tracker**’.
- Anyone can see the updated ‘**UM Tracker**’ in our HR Software. Here you can see daily & monthly basis incentive and the payment tracker too.
- The current Incentive policy is also visible in the HR software



HOW TO LOG IN UM TRACKER

- Please LOG in through link: <http://103.161.71.54/btierp>
- **Use** your personal ID & PASSWORD
- You will find the **UM Tracker** and the **IR Incentive Policy** on the menu bar



Thank you!

