

Know How Your Brokerage Is PERFORMING With These Key Reports

Knowledge is power—especially in real estate. Here are some essential reports to know how your agents, finances, and operations are performing on a daily basis. So you have the knowledge you need to plan for growth.

AGENT REPORTS

Expenses Uncovered Report	Combines agent receivables with agent pipelines, so you can see who can't pay their bills. Best to run this report every week.
Agent Net Worth Report	Takes what you made from your agents' commissions and fees while also allocating them operating expenses. Run this report every month for a clear picture of who is truly making you money.
Fee Target Report	Will show you where your agents stand in terms of their contract and fee split. Run monthly, this report is critical for identifying agents who won't make their split.
Agent Performance	Run monthly, this report will show you how agents are doing by comparing them to minimum standards.

FINANCIAL REPORTS

Annual Income Statement	Run this report every month and see monthly trends, with a rolling 12 months of data.
Breakeven Report	Project where your brokerage stands financially every month. Run on a daily basis.
Company Statistics	Run every month for a snapshot of company operations and trending sales activity.
Reconcile Operating	Understand where your business is coming from with agent and office rankings. A great report to run every week.

OPERATIONAL REPORTS

Commission Cutting Report	Shows an agent's commission and what they left on the table for every deal. Run weekly to evaluate true agent performance.
Pending Transaction Report	A glimpse into the future, with a list of transactions coming through in the next 90 days. Run weekly to forecast productivity and revenue.
Other Brokers Activity	Run this report monthly to see who your company is doing business with – a great source of recruiting information.
Ranking Reports	Understand where your business is concentrated with a number of agent and office rankings. A great report to run every week.

Plan for Growth with brokerWOLF

All of these reports—and more—are built in to brokerWOLF, real estate's #1 back office solution. Each report is produced within seconds and on-demand. Get the knowledge you need to take your brokerage to the next level.

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