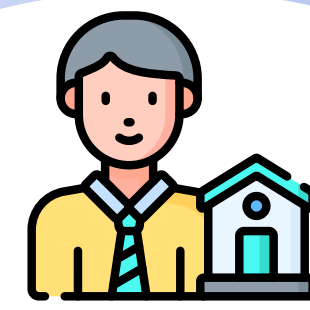


7 Key Areas of Profitability for Real Estate Brokerages

Working with our partners at T360®, we've identified the 7 most important areas real estate brokers should focus on to maximize profitability.

1. Agent Count

What strategies are you employing to recruit and retain top talent? Are you providing your agents and teams with the tools they need to compete and win?



2. Units Sold

It's not about volume of leads, and CPL. Instead think lead quality and conversion. More appointments will drive more transactions.



3. Average Sale Price

Effective digital marketing programs can increase demand for your listings, ultimately driving up the sale price.



4. Average Commission Per Transaction Side

Critically important post NAR ruling. Empower your agents to effectively position their value throughout the transaction.



5. Retained Earnings/Company \$

Align your GTM strategy, marketing, and technology with the consumer real estate lifecycle to maximize sales and monetization over time.



6. Operating Expenses

One of the easiest ways to lower operating costs is to consolidate your tech stack. Consider a single, unified platform for your agents and teams.



7. Return on Revenue/Net Profit

Maximizing your ROI from lead generation and advertising expense is one of the most powerful levers you can pull for profitability.



Strategies to Optimize For Profitability

[Click here](#) to learn how you can leverage technology to impact each of these 7 areas and accelerate profitable growth for your brokerage

