

### Productivity Reports Overview

The Productivity Reports are tools for Brokers and Managing Brokers to view closed listings, rankings and current inventory for a specific date range within the REcolorado MLS. Data is available for REcolorado, ROCC, SSBR, and IRES. There are currently eight Productivity Reports that are available in production Matrix. Six are available to all agents, and two are available to Managing Brokers/Admins only.

Reports available to ALL members (6):

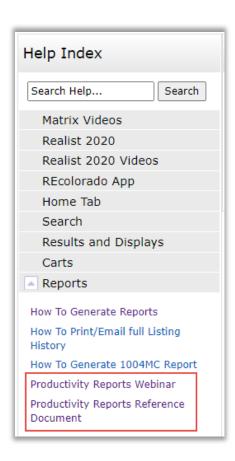
- <u>Listing Counts</u> Shows how many listings are currently in the MLS. This report can be run based on any Status or Property Type.
- Office Ranking Report Shows how an office's selling activity compares to other offices.
- **My Production and Inventory Report** Shows a summary of all their closed listings and current inventory during a specific time period.
- My Office Production and Inventory Report Shows summary of all their closed listings and current inventory during a specific time period.
- Ranking Report Shows a ranking of agents by their transaction volume.
- Ranking Report for Rentals Shows rank agents by their transaction volume related to Rental properties.

Available to Managing Brokers and Admins (2):

- <u>Ranking Report for My Agents</u> Shows how agents are ranked, based on activity, within their own office.
- My Agents Production and Inventory Report Shows the sales activity and current inventory for each agent within their office.

#### Additional Help with Productivity Reports

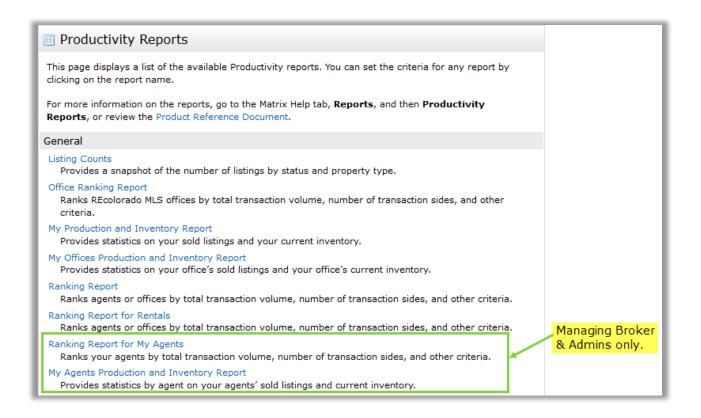
- Learn more about these reports by taking the Market Intel class that is offered by REcolorado.
- For additional assistance, click on the Help link in Matrix and locate the Reports topic:



# Accessing the Productivity Reports

In Matrix, go to the Stats tab and click the Productivity Reports link.

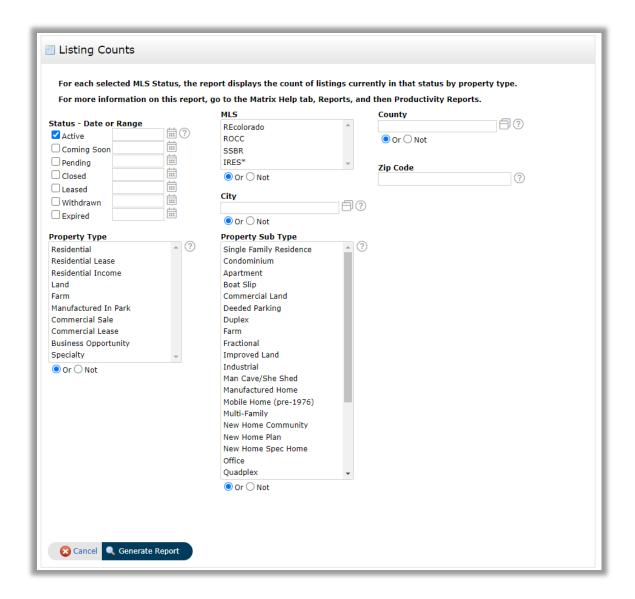




### Listing Counts Report

- Available to all users.
- Provides a snapshot of the current number of listings by status, property type, property sub-type and region.
- Click on Listing Counts to access the report search form. Select the Status(es),
   Property Type(s), Property Sub Type(s) and any desired location criteria (MLS,
   County, City, Zip Code), then click Generate Report.
  - o Entering location criteria will return counts for only that area.
- The count is all listings currently meeting the selected criteria.

Note: If you enter a date range for a status, the count of listings is based on the status change date. For example, if 0-180 is entered for Closed status, you'll receive the number of listings that have a Closed Date in the past 180 days.

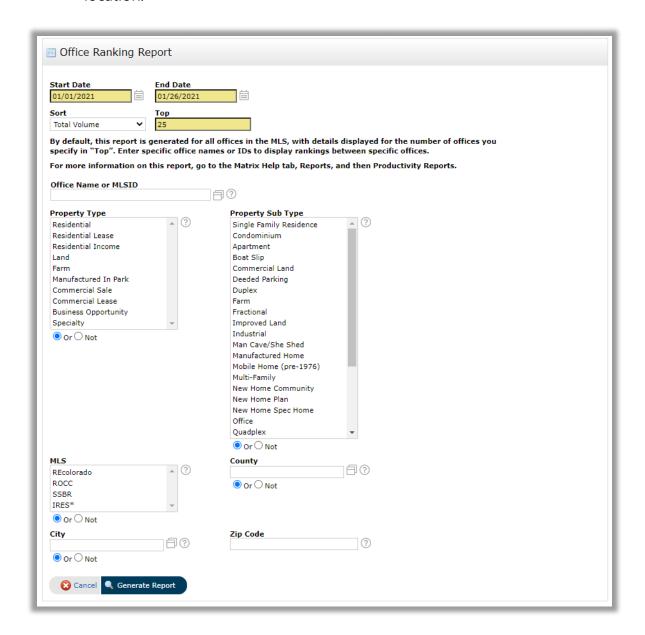


	Listir	ng Counts R	eport	
sidential				
Condominium		Makama		
Status	Count	Volume Total Price	Average Price	Average DOM
Active	694	\$396,659,637	\$571,556	86
Closed	5,393	\$1,791,525,499	\$332,195	29
Coming Soon	23	\$10,739,803	\$466,948	
Pending	1,077	\$403,815,624	\$374,945	40
Deeded Parking				
Status	Count	Volume Total Price	Average Price	Average DOM
Active	4	\$202,000	\$50.500	292
Closed	4	\$227,000	\$56,750	102
Fractional				
ractional		Volume		
Status	Count	Total Price	Average Price	Average DOM
Active	3	\$438,000	\$146,000	140
Closed	13	\$3,294,812	\$253,447	53
Pending	2	\$708,000	\$354,000	108
Multi-Family		Volume		
Status	Count	Total Price	Average Price	Average DOM
Active	359	\$216,377,215	\$602.722	78
Closed	4.297	\$1,949,993,704	\$453,804	29
Coming Soon	16	\$8,288,900	\$518,056	23
	1,146	\$544,719,938	4315,030 435,323	47

# Office Ranking Report

- Available to all users
- For the selected time period and location, ranks offices by total Closed transaction volume, number of transaction sides, and other criteria.
- Click on Office Ranking Report and enter your search criteria.
  - Sort: Sorts results by Average Price, List Side Transaction, Sale Side Transaction, Total Transaction and Total Volume.
  - Top: Indicates the number of offices for which to display ranking details. For example, if you enter Top 25 and run this report for all offices, you'll only see the details for the top 25 ranking offices.
  - o **Office Name:** By default, the report runs for all offices. Enter office names(s) or ID(s) to compare specific offices.
  - o **Property Type/Sub Type:** Multiple may be chosen

Location: By default, the report runs for all REcolorado listings, in all areas.
 Enter MLS, County, City or Zip Code to narrow down results within a specified location.



Ranking Report
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**Date Range:** 01/01/2019 to 04/09/2019

Criteria: Property Type is one of 'Residential', 'Land'

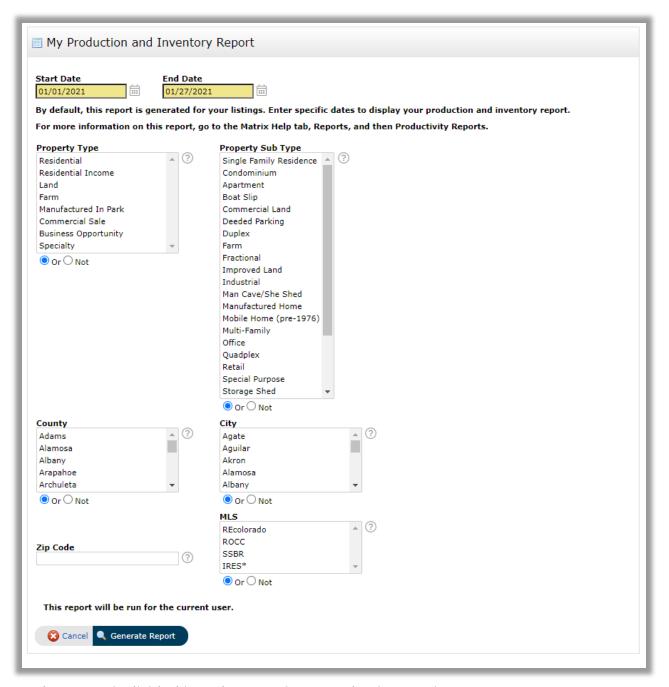
Grouping: Office
Sort Order: Total Volume
Top: 10

			Tra	nsactions	;	Volume	Average	Market
Rank	Office Name	MLSID	List	Closed	Total	Total	Price	Share
1			326.5	292.5	619.0	469,690,426	758,789	3.50
2			283.5	360.0	643.5	272,089,645	422,828	2.03
3			289.0	257.0	546.0	231,645,716	424,260	1.73
4			256.5	273.0	529.5	218,734,779	413,097	1.63
5			244.0	280.5	524.5	211,410,160	403,070	1.58
6			293.0	116.0	409.0	197,294,118	482,382	1.47
7			192.0	186.0	378.0	186,400,590	493,123	1.39
8			236.0	154.0	390.0	181,060,171	464,257	1.35
9			178.5	183.0	361.5	177,973,382	492,319	1.33
10	J		135.0	207.5	342.5	175,020,136	511,008	1.31
		Other MLS Listings	13,268.0	11,719.5	24,987.5	11,081,086,325	443,465	82.68
		Total	15,702.0	14,029.0	29,731.0	13,402,405,448	450,789	100.0

**Note:** No Rental or For-Lease properties are included in the results for this report. There is a separate Ranking Report specific to Rentals.

## My Production and Inventory Report

- Available to all users
- Provides statistics on your Closed listings and your current inventory.
- Click on My Production and Inventory Report and enter your date, Property Type/Sub-Type and location criteria.
  - o Location criteria will narrow the returned results to listings within that area.



- The report is divided into three sections: Production Section, Inventory Summary, and Inventory Detail Section.
- Production Section: Each category (row) of the Production Section is determined as follows:
  - Total Closed / Entire MLS: includes all listings for the selected time period.
  - Listed | Closed: includes listings where this agent was entered as the Listing Agent AND Buyer Agent.

- Listed | In-House Closed: includes listings where this agent was entered as the Listing Agent and the Buyer Office is this agent's office.
- Listed | Coop Closed: includes listings where this agent was entered as the Listing Agent and the Buyer Office is an office other than this agent's office.
- Listed In-House | Closed: includes listings where this agent's office was the Listing Office and the Buyer Agent is this agent.
- Coop Listed | Closed: includes listings where the Listing Office is an office other than this agent's office and the Buyer Agent is this agent.
- CoList | CoClosed: includes listings where this agent is the Co-listing or Co-Buyer Agent.
- Note: All rows will display in the Production Section, even if you don't have any listings that match that criteria.

Each column in the Production Section is calculated as:

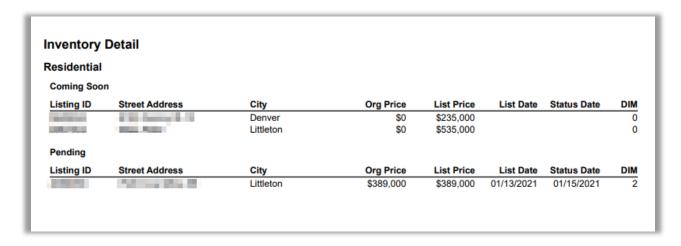
- # of Listings: total number of listings for a specific category
- o **List \$ Volume:** total of the List Price for a specific category
- Closed \$ Volume: total of the Closed Price for a specific category
- Average List Price: List \$ Volume divided by the # of Listings in the category
- Average Closed Price: Closed \$ Volume divided by the # of Listings in the category
- Average SP % LP: Average of the Sale Price / List Price ratio for each listing in the category.

Agent Production & Inventory Report											
Date Range : 01/01/2019 to 12/0	09/2019										
Production Section	# of Listings	List \$ Volume	Closed \$ Volume	Avg List Price	Avg Closed Pric	Avg SP % LP					
Total Closed / Entire MLS	71,897	\$157,281,624,481	\$34,701,256,905	\$2,187,596	\$482,652	22.06					
Listed   Closed	3	\$963,900	\$937,000	\$321,300	\$312,333	95.47					
Listed   In-House Closed	1	\$769,500	\$750,000	\$769,500	\$750,000	97.47					
Listed   Coop Closed	13	\$5,507,900	\$5,447,438	\$423,685	\$419,034	98.51					
Listed In-House   Closed	0	\$0	\$0	\$0	\$0	0.00					
Coop Listed   Closed	6	\$3,119,800	\$3,089,793	\$519,967	\$514,966	99.02					
CoList   CoClosed	0	\$0	\$0	\$0	\$0	0.00					
	Total 23	\$10,361,100	\$10,224,231	\$450,483	\$444,532	98.20					

• **Inventory Summary Section**: Shows the count of your Coming Soon, Active, Pending and Withdrawn listings by Property Type.

Residential			
Residential			
Status	Count	Total Price	Average Price
Active	9	\$5,360,950	\$595,661
Pending	1	\$675,000	\$675,000
Withdrawn	43	\$14,352,100	\$333,770
Property Type Total	53	\$20,388,050	\$384,680
and			
Status	Count	Total Price	Average Price
Active	2	\$605,000	\$302,500
Withdrawn	8	\$3,799,786	\$474,973
Property Type Total	10	\$4,404,786	\$440,479
Others			
Status	Count	Total Price	Average Price
Active	2	\$1,224,950	\$612,475
Pending	1	\$515,000	\$515,000
Property Type Total	3	\$1,739,950	\$579,983

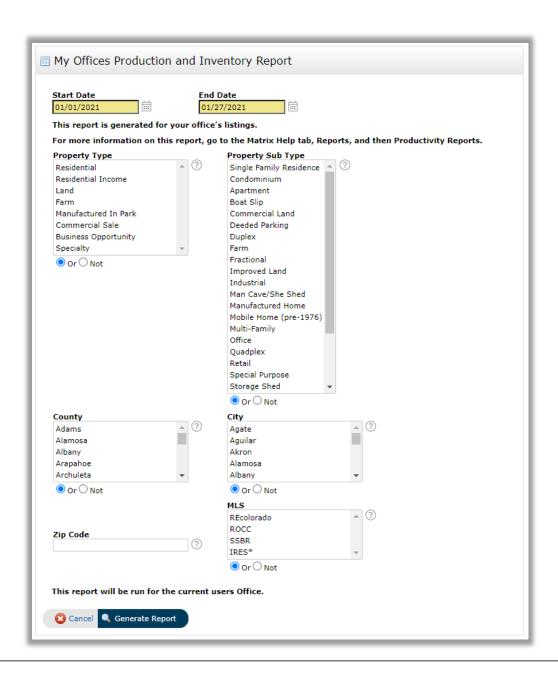
• **Inventory Detail Section**: Lists each of your Coming Soon, Active, Pending and Withdrawn listings by Property Type.



**Note:** No Rental or For-Lease properties are included in the results for this report. If the agent does not have any listings during the time period selected, then the My Production & Inventory Report generates a blank report.

### My Office Production and Inventory Report

- Available to all users
- Provides statistics on your office's closed listings and current inventory.
- Click on My Offices Production and Inventory Report and enter your date and location criteria.
  - o Location criteria will narrow the returned results to listings within that area.
- Note: If your office does not have any listings during the time period selected, then the My Offices Production & Inventory Report generates a blank report.



- The report is divided into three sections: Production Section, Inventory Summary, and Inventory Detail Section.
- **Production Section**: Each category (row) in the Production Section is determined as follows:
  - Total Closed / Entire MLS: includes all REcolorado listings for the selected time period.
  - Listed | Closed: includes listings where this office was entered as the Listing Office AND Buyer Office.
  - Listed | Coop Closed: includes listings where this office was entered as the Listing Office and the Buyer Office is a different office.
  - Coop Listed | Closed: includes listings where the Listing Office is a different office, and the Buyer Office is this office.

	0	ffice P	roduction	& Invento	ory Repor	t	
Date Range : (	01/01/2019 to 12/09/2	019					
		REcolor	ado Employee				
Production	Section	# of Listings	List \$ Volume	Closed \$ Volume	Avg List Price	Avg Close Price	Avg CP % LP
Total Closed / E	Entire MLS	71,922	\$157,291,887,638	\$34,710,535,269			22.07
Listed   Closed		4	\$51,279,563	\$58,140,000			11,926.9
Listed   Coop C	Closed	2	\$567,345	\$815,555	\$283,673	\$407,778	1,103.11
Coop Listed   C	Closed	0	\$0	\$0	\$0	\$0	0.00
	Tota	<b>d</b> 6	\$51,846,908	\$58,955,555	\$8,641,151	\$9,825,926	8,318.97
Production	n Detail						
Listed   Close	d						
Listing ID	Street Address		City	List Price	Close Price	List Date Close D	ate DO
			Dillon	\$44,000	\$8,000,000 12	2/06/2019 12/06/2	019
			Franktown	¢E0 000		12/05/2	019
-					14 880 000 14 880 000		010 _00

Residential			
Status	Count	Total Price	Average Price
Active	106	\$149,176,233	\$1,407,323
Coming Soon	6	\$1,518,000	\$253,000
Pending	20	\$35,049,201	\$1,752,460
Withdrawn	2	\$285,000	\$142,500
Property Type Total	134	\$186,028,434	\$1,388,272
and			
and Status	Count	Total Price	Average Price
	Count 8	Total Price \$23,322,845	
Status			\$2,915,35
Status Active		\$23,322,845	\$2,915,356 \$20,000
Status Active Pending	8 1	\$23,322,845 \$20,000	Average Price \$2,915,356 \$20,000 \$2,593,649

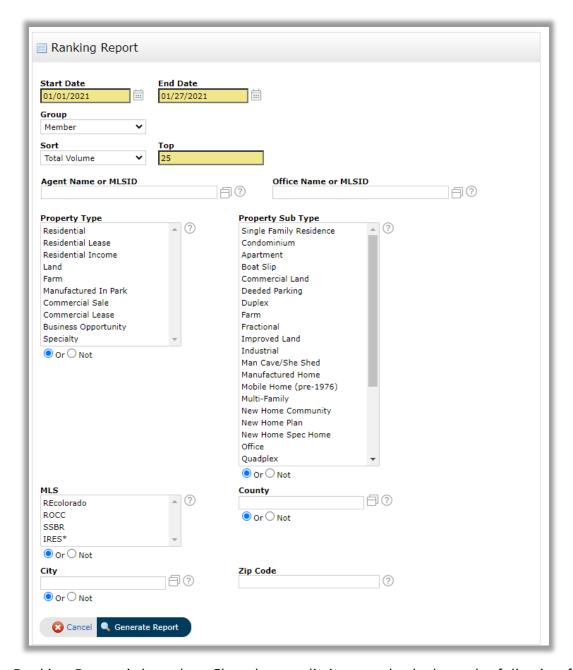
Residential						
Active						
Agent Name	Listing ID	Street Address	City	Org Price	List Price	List Da
			Aurora	\$500,000	\$410,000	02/17/20
			Fort Lupton	\$229,900	\$300,000	07/27/20
			Denver	\$440,000	\$440,000	07/02/20
			Denver	\$1,500,000	\$1,600,000	08/12/20
			Oak Creek	\$500,000	\$500,000	01/17/20
			1Franktown	\$400,000	\$300,000	09/30/20
			Denver	\$525,000	\$525,000	10/18/20
			Aurora	\$5,000,000	\$4,000,000	04/13/20
				\$175,000	\$175,001	11/12/20
				\$1,500,000	\$1,500,000	02/27/20
		and the same of	Broomfield	\$123,456	\$25	02/19/20
				\$100		-10/19/204

#### Note:

- No Rental or For-Lease properties are included in the results for this report.
- This is a LARGE report, especially if the office has a lot of activity or it is run for a long date range. You may want to check the number of pages before printing or adjust the date ranges.

## Ranking Report

- Available to all users
- For the selected time period and location, ranks agents by total Closed transaction volume, number of transaction sides, and other criteria.
- Click on Ranking **Report** and enter your search criteria.
  - Sort: Sorts results by Average Price, List Side Transaction, Sale Side Transaction, Total Transaction and Total Volume.
  - Top: Indicates the number of offices for which to display ranking details. For example, if you enter Top 25 and run this report for all offices, you'll only see the details for the top 25 ranking offices.
  - Agent Name: By default, the report runs for all REcolorado agents. Enter agent names(s) or ID(s) to compare specific agents.
  - Office Name: By default, the report runs for all REcolorado offices. Enter office names(s) or ID(s) to compare specific offices.
  - Location: By default, the report runs for all REcolorado listings, in all areas.
     Enter MLS, County, City or Zip Code to narrow down results within a specified location.



- Ranking Report is based on Closed status listings, and calculates the following for each office:
  - List Transactions: The number of closed listings where the office was the listing or co-listing office. The office gets 50% credit for a listing when there was a co-listing office.
  - Closed Transactions: The number of closed listings where the office was the selling or co-selling office. The office will get 50% credit for a listing when there was a co-selling office.

- Total Transactions: Sum of list and closed transaction sides.
- o **Total Volume:** Total \$ volume of the office's total transactions.
- Average Price: Total Volume divided by Total Transactions
- o **Market Share:** Office's share of the total \$ volume shown on the report.

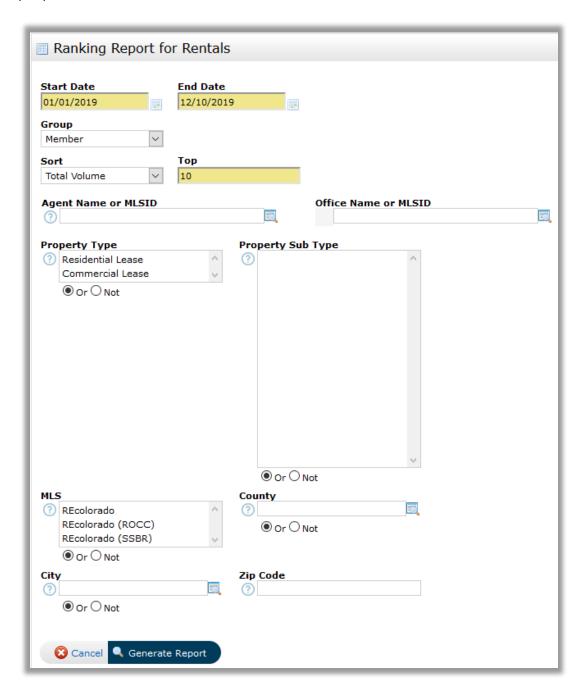
**Note:** The "Other" row displays the totals for all other offices included in the report.

			R	Ranking	Repo	rt			
Date F Criteri Group Sort C Top:	ing:	01/01/2019 to 12/10/2019 Property Type is 'Resident Member Total Volume 10							
				Tra	nsactions	s	Volume	Average	Market
Rank	Agent	Name	Office	List	Closed	Total	Total	Price	Share
1				474.0	56.0	530.0	288,515,830	544,369	0.47
2	1			320.5	228.0	548.5	278,289,825	507,365	0.45
3	1			499.0	59.0	558.0	253,428,257	454,173	0.41
4	1			353.0	2.0	355.0	179,848,689	506,616	0.29
5				248.0	0.0	248.0	126,956,851	511,923	0.21
6				262.0	0.0	262.0	121,495,107	463,722	0.20
7				316.0	16.0	332.0	119,896,417	361,134	0.19
				268.0	0.5	268.5	103,749,800	386,405	0.17
8		)		125.0	99.0	224.0	101,813,339	454,524	0.17
8 9	1	,							
9		, ,		46.0	8.0	54.0	101,508,261	1,879,783	0.16
	•	, , ,	Other MLS Listings	46.0 65,285.5	8.0 60,540.0		101,508,261 60,028,190,606	1,879,783 477,075	0.16 97.28

**Note:** No Rental or For-Lease properties are included in the results for this report. There is a separate Ranking Report specific to Rentals.

#### Ranking Report for Rentals

- Available to all users
- For the selected time period and location, ranks REcolorado agents or offices by total Leased transaction volume, number of transaction sides, and other criteria.
- This report is identical to the Ranking Report but is limited specifically to rental properties.



Ranking Report for Rental
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**Date Range**: 01/01/2019 to 12/10/2019

Criteria: Property Type is one of 'Residential Lease', 'Commercial Lease'

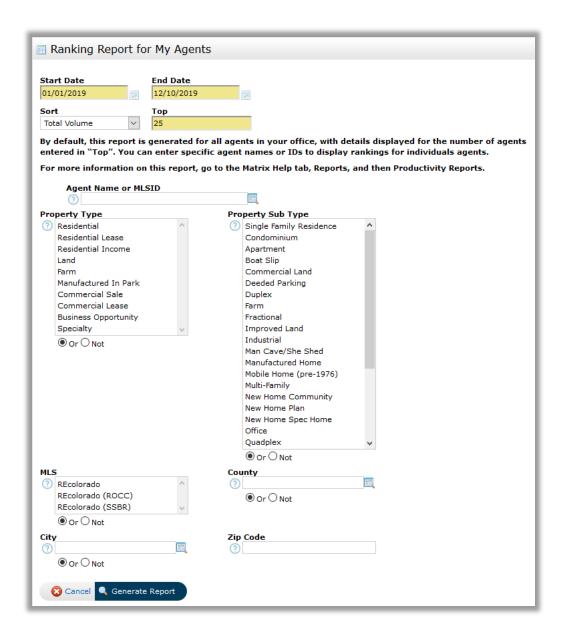
Grouping: Member
Sort Order: Total Volume
Top: 10

			Tra	insactions		Volume	Average	Market
Rank	Agent Name	Office	List	Leased	Total	Total	Price	Share
1			3.0	1.0	4.0	468,454	117,114	5.81
2			48.0	39.0	87.0	379,820	4,366	4.71
3			50.0	36.0	86.0	256,315	2,980	3.18
4			91.0	1.0	92.0	252,895	2,749	3.14
5			66.5	0.0	66.5	221,987	3,338	2.75
6			56.0	36.0	92.0	205,645	2,235	2.55
7			82.0	0.0	82.0	205,000	2,500	2.54
8			80.0	0.0	80.0	191,945	2,399	2.38
9			79.0	0.0	79.0	161,140	2,040	2.00
10			53.0	11.0	64.0	150,340	2,349	1.86
		Other MLS Listings	1,936.5	409.0	2,345.5	5,571,269	2,375	69.08
		Total	2,545.0	533.0	3,078.0	8,064,809	2,620	100.0

## Ranking Report for My Agents

- Managing Brokers and Office Admin can run individual Ranking reports on each agent in their office.
- For the selected time period, ranks the agents in your office by total transaction volume, number of transaction sides, and other criteria.
- Click on Ranking Report for My Agents and enter your search criteria.
  - Sort: Sorts results by Average Price, List Side Transaction, Sale Side Transaction, Total Transaction and Total Volume.
  - Top: Indicates the number of agents for which to display ranking details. For example, if you enter Top 25 and run this report for all your agents, you'll only see the details for the top 25 ranking agents.
  - Agent Name: By default, the report runs for all agents in your office. Enter agent names(s) or ID(s) to compare specific offices.
  - Location: By default, the report runs for all REcolorado listings, in all areas.
     Enter MLS, County, City or Zip Code to narrow down results to performance within a specified location.
  - This report uses the same calculations as the <u>Office Ranking Report</u>.

**Note**: You can only run this report on agents in your office.

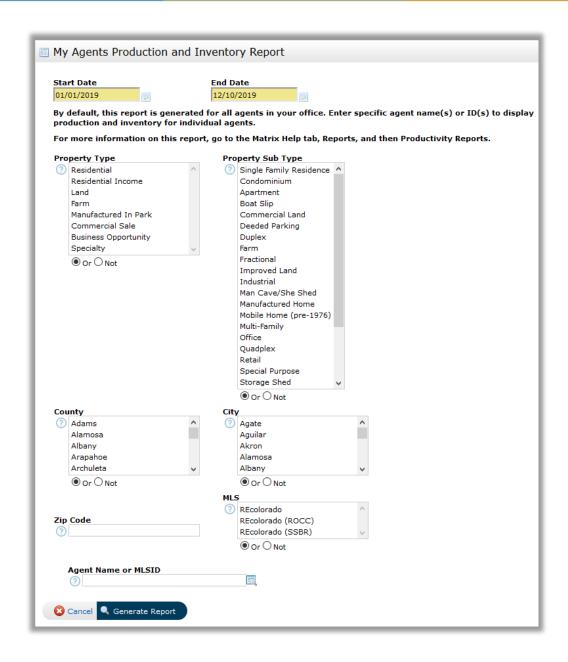


			Ra	nking	Report				
Date F	Range:	01/01/2019 to 12/10	)/2019						
Group	ing:	Member							
Sort O	rder:	Total Volume							
Тор:		25							
			Г	Tra	nsactions		Volume	Average	Market
Rank	Agent	Name	Office	List	Closed	Total	Total	Price	Share
1				3.5	0.5	4.0	42,955,555	10,738,889	35.26
2				0.0	0.5	0.5	20,940,000	41,880,000	17.19
3				0.5	0.0	0.5	20,940,000	41,880,000	17.19
4				0.0	1.5	1.5	12,000,000	8,000,000	9.85
5				1.5	0.0	1.5	12,000,000	8,000,000	9.85
6				0.5	0.0	0.5	4,000,000	8,000,000	3.28
7				0.0	0.5	0.5	4,000,000	8,000,000	3.28
8				5.5	0.0	5.5	2,725,000	495,455	2.24
9	1			2.0	2.0	4.0	2,000,400	500,100	1.64
10				0.0	1.0	1.0	260,000	260,000	0.21
			Other MLS Listings	0.0	0.0	0.0	0	0	0.00
			Total	13.5	6.0	19.5	121,820,955	6,247,228	100.0

**Note:** No Rental or For-Lease properties are included in the results for this report. There is a separate Ranking Report specific to Rentals.

## My Agents Production and Inventory Report

- Managing Brokers and Office Admins can run this report for each agent in their office.
  - This report is identical to My Production and Inventory Report, but it only returns results for the agents in the office.
  - By default, the report runs for all agents in your office. Enter agent names(s)
     or ID(s) to limit results to specific agents.
- For report details and calculations, refer to the <u>My Production and Inventory Report</u> section of this document.
- **Note:** This is a LARGE report, especially if the office has a lot of activity or it is run for a long date range. You may want to check the number of pages before printing or adjust the date ranges.



	Ag	ent Pi	roduction	& Invento	ry Report	I	
Date Range : 01/01/2019 to 0	8/10/20	19					
Production Section		# of Listings	List \$ Volume	Closed \$ Volume	Avg List Price	Avg Closed Pric	Avg CP % LP
Total Closed / Entire MLS	-	46,116	\$21,853,363,116	\$21,629,703,329	\$473,878	\$469,028	98.98
Listed   Closed		0	\$0	\$0	\$0	\$0	0.00
Listed   In-House Closed		0	\$0	\$0	\$0	\$0	0.00
Listed   Coop Closed		0	\$0	\$0	\$0	\$0	0.00
Listed In-House   Closed		1	\$1,234,567	\$41,880,000	\$1,234,567	\$41,880,000	3,392.28
Coop Listed   Closed		0	\$0	\$0	\$0	\$0	0.00
CoList   CoClosed		0	\$0	\$0	\$0	\$0	0.00
	Total	1	\$1,234,567	\$41,880,000	\$1,234,567	\$41,880,000	3,392.28
Listed In-House   Sold							
Listing ID Street Address		(	City	List Price C	losed Price Li	st Date Closed Da	ate DOM
-		[	Denver	\$1,234,567 \$	341,880,000 08/2	24/2016 05/22/20	19 889

## FAQs

#### General

- Do these reports contain IRES listings?
  - o Yes, you can select IRES from the MLS list to get data from IRES.
- Why are the numbers different now than the report I printed a month ago?
  - The reports generate based on the current information in the MLS at the time the report is generated.
  - The reports may not be the same because there could have been a compliance issue and listings may have been corrected or updated.

#### **Listing Counts Report**

- What is the best report to see how many REcolorado listings are in a particular status (for example, the number of Active status listings)?
  - The Listing Counts Report provides a snapshot of the number of listings in a particular status.

- To get a count of the number of Active listings, go to the Listing Counts
   Report, select Active status and Property Types, then generate the report.
- Does the number of Active listings in the Listing Counts Report provide the same information as Historical Count of Active Listings?
  - No, these reports are actually calculating two different things.
  - Listing Counts is calculated based on current status of listings when the report is generated.
  - Historical Count of Active Listings calculates how many listings were active in a given month or year.

#### **Ranking Reports**

- On the List, Closed, and Total Transactions why are there totals that have .5 on them?
  - This report splits the list or closed side of the transaction when there is a Colisting of Co-selling Agent/Office.
  - Noted at the bottom of each Ranking report is this text: When there is a colisting agent/office, the listing agent/office and co-listing agent/office each receive 50% credit (so 0.5 transaction and 50% of the \$ amount).
- Do the Ranking Reports pull suspended or inactive agents?
  - Yes, if a date range is selected that includes when a listing was first set as Active.

#### **Production and Inventory Reports**

- Why is my report blank?
  - If you (or your office) do not have any listings during the time period selected,
     then the production & inventory report generates a blank report.
- Do the Productivity and Inventory Reports pull suspended or inactive agents?
  - Yes, if a date range is selected that includes when a listing was first set as Active.