

KPIs FOR REAL ESTATE

Key Performance Indicators can help you quantify your progress, measure incremental success and reach your goals. By measuring these KPIs, you can pivot strategies and make critical adjustments to ensure success.

SPEED – COMMUNICATION & USER INTERFACE

As technologies continue to evolve at hyper-speed, think about speed as a way to drive collaboration and communication as it directly impacts your day-to-day operations.



Hours /
Initial pursuit decision



Days / Approval



Days / Close

ACCURACY – DATA AVAILABILITY & VERSION CONTROL

With the availability of data at your fingertips at all times, well-informed decisions can be made in a timelier manner. Keep in mind your KPI measurement here should keep track of how many versions, revisions or re-starts were required during a workflow.



Versions of
presentations



Data errors



Internal rejections



Total value change from
initial underwriting to
final offer

ADAPTABILITY – CLOUD BASED PLATFORM AND CONNECTIVITY (APIs)

In a volatile business climate, adaption is critical to success. How quickly can your systems adapt to your changing business models, new areas of focus and new products?



Open APIs or #
of connectors



Mobile Features



User interface (UI) =
Ease of use



New systems and
platforms are produced
at an ever increasing rate



Static licensed platforms
will miss on this adaptability