

Lead Sources Report

SUMMARY

The Lead Sources Report provides a breakdown on the number of closed transactions, commission, and the sales volume generated by each lead source.

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Download a Lead Sources Report

To generate a Lead Sources report:

- 1 Click [Reports] from the top menu.
- 2 Click [Lead Sources] from the *Financials* section of the left menu.

The screenshot displays the 'Lead Sources' report interface. On the left, a sidebar menu under the 'Financials' heading lists various reports: Commission Summary, Aggregate Performance, Commission & Closings, Listing Inventory Report, Pending Inventory Report, Pending Commissions, Agent Income, Agent Commissions, Agent Units, Agent Production, and 'Lead Sources' (which is highlighted with a red box). Below 'Financials' are 'Account Stats' (Total Usage, Usage by Agent) and 'Transaction Reports'. The main content area is titled 'Lead Sources' and contains several dropdown filters: 'Location' (set to 'Company-wide'), 'Closing period' (set to 'Last Month'), 'Status' (set to 'Any Status'), 'Side' (set to 'Any Side'), and 'Label' (set to 'Any Label'). A green 'Download Report' button is located at the bottom right of the filter section.

- 3 If your company has more than one Location in Pipeline, select your desired *Location* from the dropdown list. By default, *Company-wide* will be selected.
- 4 Choose your desired *Closing Period* range from the drop down menu. By default, *Last Month* will be selected.
- 5 Select any desired optional filters. Choose from the remaining optional filters (*Status*, *Side*, and/or *Label*) to determine which transactions will be included in the report.
- 6 Click [Download Report].

Read the Report

To read the downloaded Lead Sources report:

- 1 Open the document from the saved location on your computer.

Lead Sources

PP Test Realty, LLC - 2020 (as of Jun 9, 2020 at 11:40 a.m. ET)

Report generated by Paperless Pipeline for Carol Francis on June 9, 2020, 11:40 a.m. ET

Lead Source	Transactions	Total Commission	Sales Volume			
Realtor.com	4	\$34,022.50	\$1,130,750.00			
Referral	1	\$14,250.00	\$475,000.00			
Sphere of Influence	3	\$56,025.00	\$2,226,000.00			
Trulia	1					
Totals	9	\$104,297.50	\$3,831,750.00			



To rank the lead source performance of a specific stat, sort the downloaded report by that column in your spreadsheet software. [Learn more Spreadsheet Superpowers for Your Pipeline Reports](#) →