Comparative Production

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See how this year stacks up against last: Comparative Production lines the same month up across several years, so seasonal patterns show themselves.

Introduction

Every brokerage has a story about its year, and most of them are told from memory. Spring felt slow. The fourth quarter saved us. Whether that's a pattern or one bad month you remember clearly is hard to say without lining the years up next to each other.

Comparative Production does the lining up. It sets each month against the same month in the years around it, so seasonality shows itself instead of needing an argument, and totals each year so the trend underneath is visible too. It reads from your own closed transactions, which means the shape it shows is your office's rather than the market's.

Recruiting and spending decisions stop resting on how a quarter felt, and a slow month either turns out to be the normal one or turns out not to be.

How It Works

The report downloads as a spreadsheet built from your closed transactions, sectioned by the figure it compares.

Where It Lives

It's the last report in the **Financials** section of the Reports page's left menu.

What It Compares

The download carries a separate section for Sales Volume, Sales Average, Transactions Closed, and Sales Units.

How the Grid Reads

Every section has a column for each year in your closing period and a row for each month, showing that month's total alongside how far it varied from the same month a year earlier. A totals row for each year sits at the bottom of the section, with its own variance.

Where the Dollars Come From

Pipeline builds Sales Volume and Sales Average from the Sale Price on each transaction, not from commission figures.

Which Transactions Count

Only transactions in a Closed status. If your office is on the Commission Module, only closed transactions with commissions entered count.

How Wide It Runs

The report runs company-wide by default. You can narrow it to one location, or to a single agent, before you download.

Download a Comparative Production Report

> Choose a location, a closing period range, and optionally one agent, then download the report as a spreadsheet.

> **Who Can Do This**: Master admins, plus admins granted the Enter Financial Data or View Financial Reports permission.

To download a Comparative Production report:

1. Click [Reports] from the top menu.
2. Click [Comparative Production] from the **Financials** section of the left menu.
3. If your company has more than one location, select the location you want. Company-wide is selected by default.
4. Choose your Closing Period range. Two years is selected by default.
5. Optionally, start typing an agent's name and select them to run the report for that agent alone. Leave the field blank to include every agent.
6. Click [Download Report].

The report saves to your computer. Open it in your spreadsheet app to compare Sales Volume, Sales Average, Transactions Closed, and Sales Units side by side.

Comparative Production FAQ

Comparative Production measures sale prices and transaction counts, never commission, and only for closed transactions. Answers to the common questions about scope, periods, and what the figures are built from. See Comparative Production FAQ.