

BENCHMARKS GOALS PER GCI

Information below is based on a sampling of teams in each GCI Group.

\$0-1M	\$1-2M	\$2-3M	\$3M+
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Productivity Metrics

Per Agent Productivity (Monthly)	1.5	1.6	1.8	2
# of Agents	6	8	10	14

Profit & Loss Breakdown

Operator % of Production	80%	50%	25%	10%
Cost of Sale %	45%	50%	50%	55%
Total Expenses %	18%	21%	16%	15%
NOI %	27%	32%	33%	30%

Expense Thresholds

Property Direct %	1%	2%	3%	4%
Total Advertising %	5%	4%	2%	2%
Lead Generation %	3%	1%	1%	1%
Staffing %	5%	9%	8%	7%
Occupancy %	.76%	.50%	.88%	.44%
Technology %	.18%	.09%	.11%	.06%