



Sample Deal Reports

Table of Contents

- 2** — Summary Transactions
- 3** — Detailed Transactions
- 4** — Source of Business
- 5** — Commission Expense
- 6** — Average Sales
- 7** — Agent Performance

Sales Demo

Summary Transactions Report

Time Period: January 01, 2024 - December 31, 2024

Agent	Address	Close Date	Sell Price	Gross Comm.	Comm. %	Referrals	Pay Agents	Expenses	Net Office
PURCHASE SIDE									
Jesse Cloud	6810 Di Lusso Dr, Elk Grove, CA 95758	02/12/24	3,289,232.00	98,676.96	3.00%		33,846.20		31,161.02
Jesse Cloud	2450 Venture Oaks Way, Sacramento, CA 95833	01/17/24	3,000,000.00	120,000.00	4.00%		40,985.00		37,230.00
		AVERAGE:	3,144,616.00	109,338.48	3.48%		37,415.60		34,195.51
		TOTALS:	6,289,232.00	218,676.96			74,831.20		68,391.02

LISTING SIDE									
Jesse Cloud	5212 Point Pleasant Rd, Elk Grove, CA 95757	01/02/24	8,356,788.00	250,703.64	3.00%	0.00	171,982.70	5,014.07	73,706.87
		AVERAGE:	8,356,788.00	250,703.64	3.00%	0.00	171,982.70	5,014.07	73,706.87
		TOTALS:	8,356,788.00	250,703.64		0.00	171,982.70	5,014.07	73,706.87

OVERALL TOTALS									
Type	Deal Count	Sell Price	Gross Comm.	Comm. %	Referrals	Pay Agents	Expenses	Net Office	
Average	3	4,882,006.67	156,460.20	3.20%	0.00	82,271.30	3,295.87	47,365.96	
Total	3	14,646,020.00	469,380.60		0.00	246,813.90	9,887.61	142,097.89	

Sales Demo

Detailed Transactions Report

Time Period: January 01, 2024 - December 31, 2024

Agent	Status	Property Class	Type	Division	Source of Business	Sales Price	Address	Closing Date	GCI	Comm %	Agent Split	Company Split	Company Income	Company Expense
Net Office														
Jesse Cloud	Active	Residential	Buyer (Sale)		Drip Marketing	\$3,000,000.00	2450 Venture Oaks Way, Sacramento CA 95833	01/17/2024	\$120,000.00	4.00%	\$40,985.00	\$35,130.00	\$2,100.00	\$0.00
						\$37,230.00								
Pravin Conda											\$40,985.00			
Jesse Cloud	Processed	Residential	Listing (Sale)		Sign	\$8,356,788.00	5212 Point Pleasant Rd, Elk Grove CA 95757	01/02/2024	\$250,703.64	3.00%	\$171,982.70	\$73,706.87	\$0.00	\$0.00
						\$73,706.87								
Lathan Boike	Opportunity	Residential	Buyer (Sale)	California Office	Prospecting	\$3,289,232.00	6810 Di Lusso Dr, Elk Grove CA 95758	02/12/2024	\$98,676.96	3.00%	\$33,846.20	\$29,011.02	\$2,150.00	\$0.00
						\$31,161.02								
Jesse Cloud											\$33,846.20			

Sales Demo 10
Source of Business Report 15
Time Period: January 01, 2024 - December 31, 2024

Source of Business	Listing (Sale)			Buyer (Sale)			Totals		
	#	Value	% Total	#	Value	% Total	#	Value	% Total
Open House	1	\$636,000.00	0.84%	2	\$605,000.00	3.81%	3	\$1,241,000.00	1.35%
Drip Marketing	1	\$2,664,444.00	3.51%	2	\$8,356,000.00	52.61%	3	\$11,020,444.00	12.00%
Sign	1	\$8,356,788.00	11.00%	0	\$0.00	0.00%	1	\$8,356,788.00	9.10%
Direct Mail	1	\$400,000.00	0.53%	0	\$0.00	0.00%	1	\$400,000.00	0.44%
Website	1	\$200,000.00	0.26%	0	\$0.00	0.00%	1	\$200,000.00	0.22%
Previous Customer	0	\$0.00	0.00%	1	\$786,000.00	4.95%	1	\$786,000.00	0.86%
Farming	0	\$0.00	0.00%	1	\$760,000.00	4.78%	1	\$760,000.00	0.83%
Prospecting	0	\$0.00	0.00%	1	\$3,289,232.00	20.71%	1	\$3,289,232.00	3.58%
Advertisement	1	\$545,445.00	0.72%	0	\$0.00	0.00%	1	\$545,445.00	0.59%
Undefined	6	\$63,180,000.00	83.15%	4	\$2,087,889.00	13.14%	10	\$65,267,889.00	71.05%
Totals	12	\$75,982,677.00	100.00%	11	\$15,884,121.00	100.00%	23	\$91,866,798.00	100.00%

Sales Demo

Commission Expense Report

Time Period: January 01, 2024 - December 31, 2024

Agent	Volume	Sides	Commission
LISTING SIDE			
Jesse Cloud	8,356,788.00	1	171,982.70
TOTALS:	8,356,788.00	1	171,982.70
PURCHASE SIDE			
Jesse Cloud	3,144,616.00	1	74,831.20
TOTALS:	3,144,616.00	1	74,831.20
COMBINED			
Jesse Cloud	11,501,404.00	2	246,813.90
TOTALS:	11,501,404.00	2	246,813.90

Sales Demo

Average Sales Report

Time Period: January 01, 2024 - December 31, 2024

Month	Sides	Volume	Comm. Exp.	Company Net
PURCHASE SIDE				
Jan '24	7	1,529,841.29	53,542.22	15,385.48
Feb '24	4	1,293,808.00	40,779.24	12,549.10
AVERAGE:	11	1,444,011.00	48,901.14	14,354.07
TOTALS:	11	15,884,121.00	537,912.52	157,894.77

LISTING SIDE				
Mar '24	1	5,000,000.00		60.00
Jan '24	8	2,310,334.63	81,717.40	27,090.38
Feb '24	3	17,500,000.00	518,433.33	156,363.33
AVERAGE:	12	6,331,889.75	200,821.75	59,889.33
TOTALS:	12	75,982,677.00	2,209,039.20	658,782.65

COMBINED PURCHASE & LISTING					
	Sides	Volume	Comm.	Comm. Exp.	Company Net
OVERALL AVERAGE	23	3,994,208.61		124,861.44	37,121.70
OVERALL TOTAL	23	91,866,798.00		2,746,951.72	816,677.42

Sales Demo

Agent Performance Report

Time Period: January 01, 2024 - December 31, 2024

Agent	Anniversary Date	Address	Listing (Sale)	Buyer (Sale)	Landlord (Rental)	Tenant (Rental)	Referral	Broker Price Opinion	Agent Volume	Agent Split	Avg Comm %
Dan Wagner	Jan 24		2	1	0	0	0	0	\$2,102,000.00	\$57,678.88	4.00%
		6744 Horton Vista Dr, Richmond TX 77407	1	0	0	0	0	0	\$636,000.00	\$17,451.84	4.00%
		4302 W 106th St, Inglewood CA 90304	1	0	0	0	0	0	\$680,000.00	\$18,659.20	4.00%
		3000 Q St, Sacramento CA 95816	0	1	0	0	0	0	\$786,000.00	\$21,567.84	4.00%
Jesse Cloud	Jan 24		1	1	0	0	0	0	\$11,501,404.00	\$246,813.90	3.20%
		6810 Di Lusso Dr, Elk Grove CA 95758	0	0.5	0	0	0	0	\$1,644,616.00	\$33,846.20	3.00%
		5212 Point Pleasant Rd, Elk Grove CA 95757	1	0	0	0	0	0	\$8,356,788.00	\$171,982.70	3.00%
		2450 Venture Oaks Way, Sacramento CA 95833	0	0.5	0	0	0	0	\$1,500,000.00	\$40,985.00	4.00%
Pravin Conda	Jan 24		7	2.5	0	0	0	0	\$62,769,444.00	\$1,364,239.43	3.14%
		3425 Arden Wy, Sacramento CA 95825	1	0	0	0	0	0	\$2,000,000.00	\$28,210.00	2.02%
		825 K St, Sacramento CA 95814	1	0	0	0	0	0	\$200,000.00	\$0.00	3.00%
		4301 X St, Sacramento CA 95817	0	1	0	0	0	0	\$5,000.00	\$140.00	4.00%
		8760 Younger Creek Dr, Sacramento CA 95828	0	1	0	0	0	0	\$500,000.00	\$10,500.00	3.00%
		8785 Center Pkwy, Sacramento CA 95823	1	0	0	0	0	0	\$500,000.00	\$10,000.00	3.00%
		4434 25th Ave, Sacramento CA 95820	1	0	0	0	0	0	\$5,000,000.00	\$140,000.00	4.00%
		6427 St Louis Dr, Ottawa ON K1C 2X9	1	0	0	0	0	0	\$50,000,000.00	\$1,050,000.00	3.00%
		8434 Bradshaw Rd, Elk Grove CA 95624	1	0	0	0	0	0	\$2,664,444.00	\$74,604.43	4.00%
		3200 Dwight Rd, Elk Grove CA 95758	1	0	0	0	0	0	\$400,000.00	\$9,800.00	4.00%
		2450 Venture Oaks Way, Sacramento CA 95833	0	0.5	0	0	0	0	\$1,500,000.00	\$40,985.00	4.00%