



Is your agency really using its data strategically?

A self-assessment for Principals and Directors.

Tick all that apply:

Section 1: Sales Visibility

Am I getting a single, accurate view of sales activity and outcomes?

- I can track sales velocity across all active listings
- I have real-time visibility of appraisals, listings, and conversions
- I know which lead sources bring in the highest-value listings

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Section 2: Team Performance

Can I access staff performance without digging through spreadsheets?

- I have access to agent commission leaderboards
- I can benchmark individual or office performance
- I use data in team coaching, 1:1s or performance reviews

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Section 3: Revenue Insights

Am I confident we're maximising every listing opportunity?

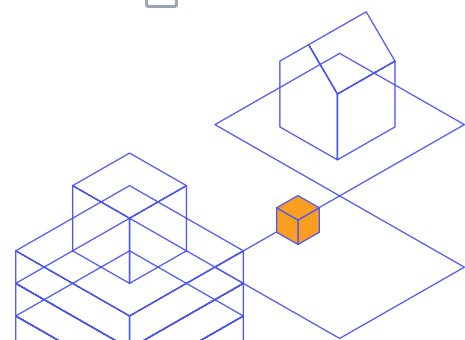
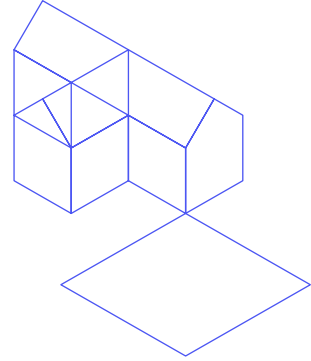
- I can track revenue performance by lead source and campaign
- I know which properties are underperforming and why
- I have visibility of where demand is strongest in our area

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Section 4: Strategic Reporting

Is reporting helping me make better business decisions?

- I can easily customise dashboards to show relevant KPIs
- I can drill down into the reports without exporting data
- I'm using insights to support strategy, forecasting, and resource allocation

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Time to score yourself

0-4:	You're flying blind! Let's bring some bring clarity to your data.
5-8:	You've got some data – now explore how you can turn it into action.
9-12:	You're ready to lead a truly data-driven agency!!!

Want to review your results? Book a walkthrough with one of our specialists and see how Analytics+ in Agentbox can give you strategic clarity,

[Book a walkthrough](#)

