Your New Office Professional Dashboard

Track Performance and Productivity to Grow Your Business
As the broker or team leader, you now have a dashboard for a quick and easy overview into how your office is doing. With just a glance, you’ll know which agents are having the most success with leads, follow ups, and sales. You can also identify those agents who are lagging—then coach them to higher productivity.

Office Overview
The office overview gives you high level insight into the activities and metrics for your entire office – this includes any agent that is a part of your Office Professional system. This office view is broken out into 4 main sections:

- **Office Lead Engagement & Follow-up Metrics**
  See how many contacts are on a campaign or listing alerts, as well as sold contacts and follow-up ratings.

- **Marketing Activity**
  View the volume of pieces sent, from listing alerts to direct mail.

- **Distribution of Contacts by Source**
  Identify where the bulk of your office or team’s leads are coming from.

- **Office Sales Pipeline**
  See the total lead value for all of your agents.

Agent Overview
Here, you can view a snapshot of all of the agents in your Office Professional system. Here, you have insight into key metrics like their last login, number of contacts, month-to-date new contacts, month-to-date new listings, and more!
Want to see more about a specific agent? You can click on any name in the Agent Overview to see more detail.

Individual Agent Detail
In this section, you can see quick, high level stats for this agent, so you can ensure they are creating the most opportunity with the system, and their leads, so they can win more business.

- **Marketing Activity**
- **Follow-up Rating**
- **Website visitors & Registrations**
- **Sales Pipeline Value**
- **Contacts on Listing Alerts & Campaigns**

Universal Login for Easy Access
To access your new broker dashboard, you now have a central login site, so you don’t have to remember special website URL. Simply visit [www.MyMarketLeader.com](http://www.MyMarketLeader.com) to log into your dashboard any time, any day. If you don’t know your login or password, you can either click the ‘forgot username or password’ link, or contact your dedicated account manager. Once logged in, you can manage and track your agent’s productivity so they can grow their business, and you can grow yours.