



REAL ESTATE METRICS MEASUREMENTS

■ PSM Co. conducts real estate Key Performance Indicators (KPI) or Metric Measurement, such as supply/demand analysis, foot fall analysis, mystery shopping, and risk assessment analysis using quantifiable analysis approach to assess the performance of a business in the real estate industry. PSM Co. uses latest technology to gather the information to analyze several different business segments from individual realtor performance to investment property potential. In turn, this information can be used to identify weaknesses in the business or help make better business decisions.