

Revenue per Registered Financial Representative

Benchmarks, Definition & Measurement Details

**SAMPLE
CONTENT & DATA**



Revenue per Registered Financial Representative

Definition & Measurement Details



What is Revenue per Registered Financial Representative?

The total revenue earned by the company over a certain period of time divided by the total number of registered financial representatives working for the company.

Why should this KPI be measured?

Revenue per Registered Financial Representative measures the average dollar amount of revenue generated by the company per registered financial representative. This metric is a general measure of company

How is this KPI calculated?

Two values are used to calculate this KPI: (1) the total revenue generated by the company during the measurement period, and (2) the number of registered financial representatives working for the company. The formula is:

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Revenue per Registered Financial Representative

Benchmarks & Characteristics of High Performers



Revenue per Registered Financial Representative

Total Revenue / Number of Registered Financial Representatives



Characteristics of High Performers

- KPIs are well-defined, tracked and tied to performance reviews
- Robust self-service options for customer

Sample Size: XX

KPI Type: XX

Unit: XX

Is High or Low Best?: XX

How to read this chart: This chart summarizes the performance gaps between high (Top 5%), mid (Median) and low (Bottom 5%) performers for this Key Performance Indicator (KPI). For example, the column labeled "Top 5%" represents a company that outperformed 95% of the peer group observed for this metric.

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