

M&A Targeting Intelligence

Precision Brokerage M&A Intelligence to Drive Expansion.



A full diligence read on any target brokerage. Delivered in days, not weeks.

- Investment thesis and deal structure
- Agent-level revenue durability
- Growth decomposition vs. market
- H3 territorial fit and white-space
- Experienced-agent migration flows
- Owner and leadership research

Deep intelligence. Sharper evaluations. Fully-verified insights.

Every brokerage M&A team faces the same problem: thousands of regional brokerages, zero bandwidth to evaluate them all, and no data-driven method to pinpoint true strategic fit. Relitix delivers a strategic, fact-based evaluation of M&A targets to allow brokerage management to make data-driven expansion decisions and reduce risk.



Know Whether You're Buying Skill or a Tailwind.

Most targets look like they're growing. We deliver the true performance picture.

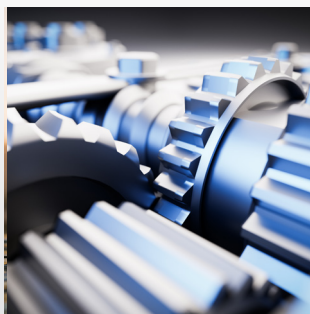
- ✓ Growth decomposed into market tailwind, agent count, and productivity.
- ✓ Revenue split into price effect vs. activity effect — durable or cyclical.
- ✓ 365-day rolling performance measured against the target's own market.
- ✓ Volume up while sides are down? You'll see it before the seller explains it away.
- ✓ Fourteen years of MLS history behind every trend line.



The Book Is the Agents. We Tell You Who They Are.

Agent-level underwriting signals you don't get from a P&L.

- ✓ Concentration curves: the share of volume with agents in the top 5%, 10%, and 20%.
- ✓ Machine-learning switch propensity scores flag near-term attrition exposure.
- ✓ Listing effectiveness grades separate genuine skill from inherited opportunity.
- ✓ Tenure, recency, and production-trend distributions across the full roster.
- ✓ Named experienced-agent movement — who left, where they went, and how much production went with them.



An Opinion, Not Just a Data Dump.

Every report includes a recommendation you can straight take to the deal committee — showing how all the gears work together.

- ✓ Investment thesis written for you as the acquirer, not a generic profile.
- ✓ Value creation levers ranked by what actually has to go right.
- ✓ Deal structure guidance: upfront vs. earnout, retention conditions, clawbacks.
- ✓ Hard go / no-go triggers stated plainly.
- ✓ Red flags surfaced from the tables, not buried in them.

M&A Targeting Intelligence

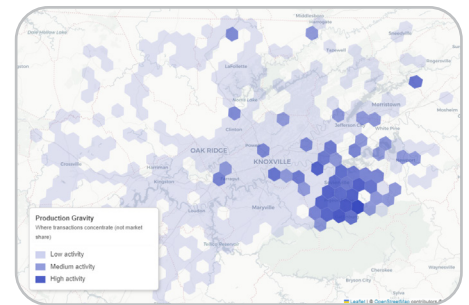
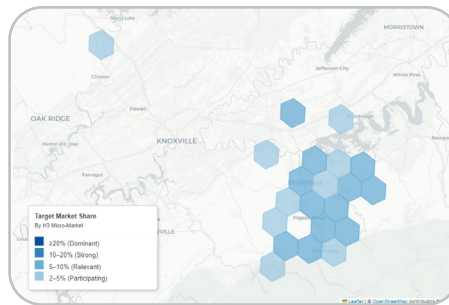
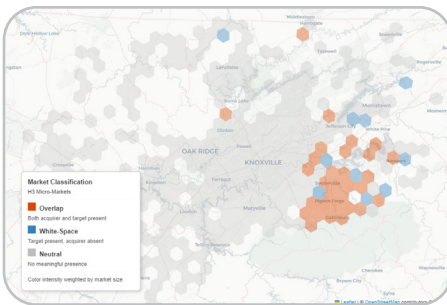
Each report Includes:

- Verified MLS Market production data. Not self-reported, not scraped, not a pitch deck.
- Delivered in days. No data room required. No seller cooperation required.
- Priced for a pipeline. Run a deep dive on every target worth a conversation, not just the one you already decided on.

Territorial fit, measured using technology pioneered by Uber and others.

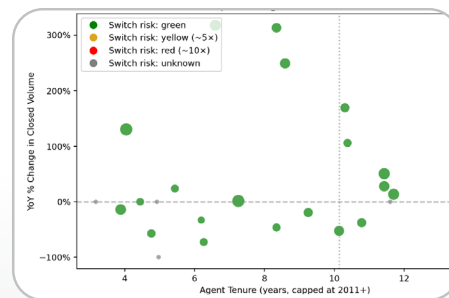
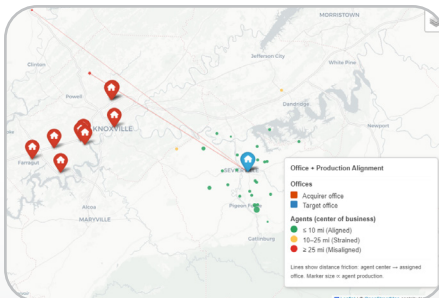
Every report closes with a recommendation you can take to a deal committee.

- ✓ Geographic overlap index and white-space expansion score to quantify consolidation vs. expansion.
- ✓ Core-vs-fringe overlap separates strategic redundancy from incidental noise.
- ✓ Production density mapping shows where the business actually happens.
- ✓ Micro-market share bands identify defensible strongholds and cannibalization risk.
- ✓ Office locations mapped against every agent's center of business.



Agent Pool Coverage & Listing Effectiveness

View detailed analysis of agent production centers, growth patterns, flight risk and tenure in a way that reveals hidden patterns for deep insights into the target's agent pool.



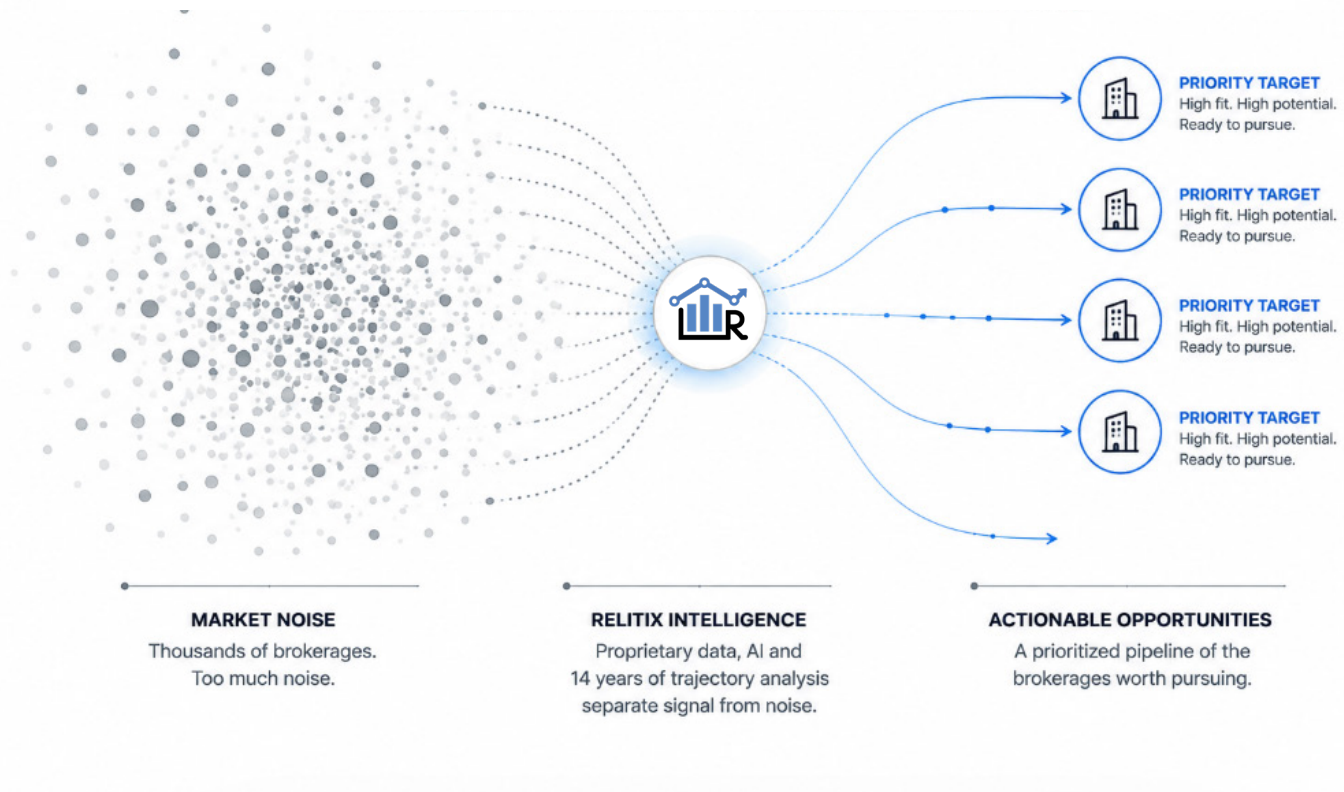
PREFERRED PARTNER RATE

\$3,500

EACH M&A STUDY

Unmatched **signal-to-noise** ratio

Cut through the noise. Find the brokerages worth pursuing.



M&A Targeting Intelligence

Institutional-Grade Intelligence for Strategic M&A without the \$20,000+ price tag: