

• PRICING & CHANNEL ECONOMICS

REAL ESTATE

Commercial optimization strategy

Redesigned sales channels and incentive structures to improve channel economics and drive direct demand, delivered in 12 days.

THE CHALLENGE

Three structural issues limiting *profit expansion*.



Channel costs were too high

Heavy reliance on external intermediaries — commissions had become the single biggest operating cost.



Discounting eroded revenue

Listed pricing was strong, but realized prices fell below target. Small gaps compounded into real margin leakage.



Direct demand was underdeveloped

Strong product appeal, but limited owned channels — leaving the business overdependent on brokers.

OUR APPROACH

A commercial-optimization lens across *price, channel, and demand.*



Diagnose margin leakage

Mapped where profit was lost — realized vs. listed prices, discount practices, commission structures.



Separate growth from efficiency

Strong product-market fit. The issue: how value was shared across the sales chain — not weak demand.



Model improvement scenarios

Tighter discount discipline · restructured commission tiers · gradual direct-demand strategy.



Build a phased roadmap

Timed around the contract-renewal window — measurable upside, realistic execution, no disruption.

DELIVERABLES

Decision-ready strategy built on *deep quantitative modeling.*



Commercial diagnostics

A structured analysis of pricing realization, commission economics, channel dependence, and margin leakage.



Scenario modeling

A comparison of multiple commission and pricing options, including conservative and base-case pathways for profit recovery.



Profit bridge

A quantified view of how pricing discipline, channel restructuring, and selective digital investment could work together to close the profitability gap.



Implementation roadmap

A step-by-step rollout plan covering pre-renewal preparation, broker communication, policy changes, KPI tracking, and post-renewal stabilization.



Channel strategy recommendations

Guidance on how to reduce long-term overdependence on intermediaries without trying to replace them overnight.



Executive-ready recommendation deck

A clear decision framework leadership could use to align around priorities, timing, and expected business impact.

OUTCOMES

Predictive modeling revealed a path to *lower channel costs by about 4% points and improve annual profit by 10%*.



Stronger pricing discipline

Tightening discount controls and formalizing pricing floors could improve price realization and recover margin previously left on the table.



Lower effective channel cost

A redesigned commission structure — calibrated by product tier and performance thresholds — created a path to reduce blended channel cost by ~4 percentage points while preserving top-performer incentives.



A more resilient go-to-market model

Instead of relying almost entirely on intermediaries, the company gained a roadmap for building complementary digital and direct-demand infrastructure over time.



A clearer negotiation strategy

The project translated commercial analysis into a practical renewal strategy — stronger logic, better data, and more defensible terms.



A credible path to profit improvement

The work demonstrated a 10% increase in annual profit was possible through operational and commercial redesign — not just additional sales volume.

CUSTOMER TESTIMONIAL

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What surprised us most was that we had no shortage of ideas for how to improve our sales and incentive systems. The challenge was that those ideas were largely based on instinct, not evidence. NitroLens combined strong qualitative insight with rigorous quantitative modeling to test different scenarios and give us real answers.

Their analysis even challenged a proposed CEO initiative by showing the ROI risk in our specific business context. That helped us avoid a decision that looked good on paper but would have been risky in practice. In the end, we walked away with a clear, data-backed path forward and the confidence to act.

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— GENERAL MANAGER