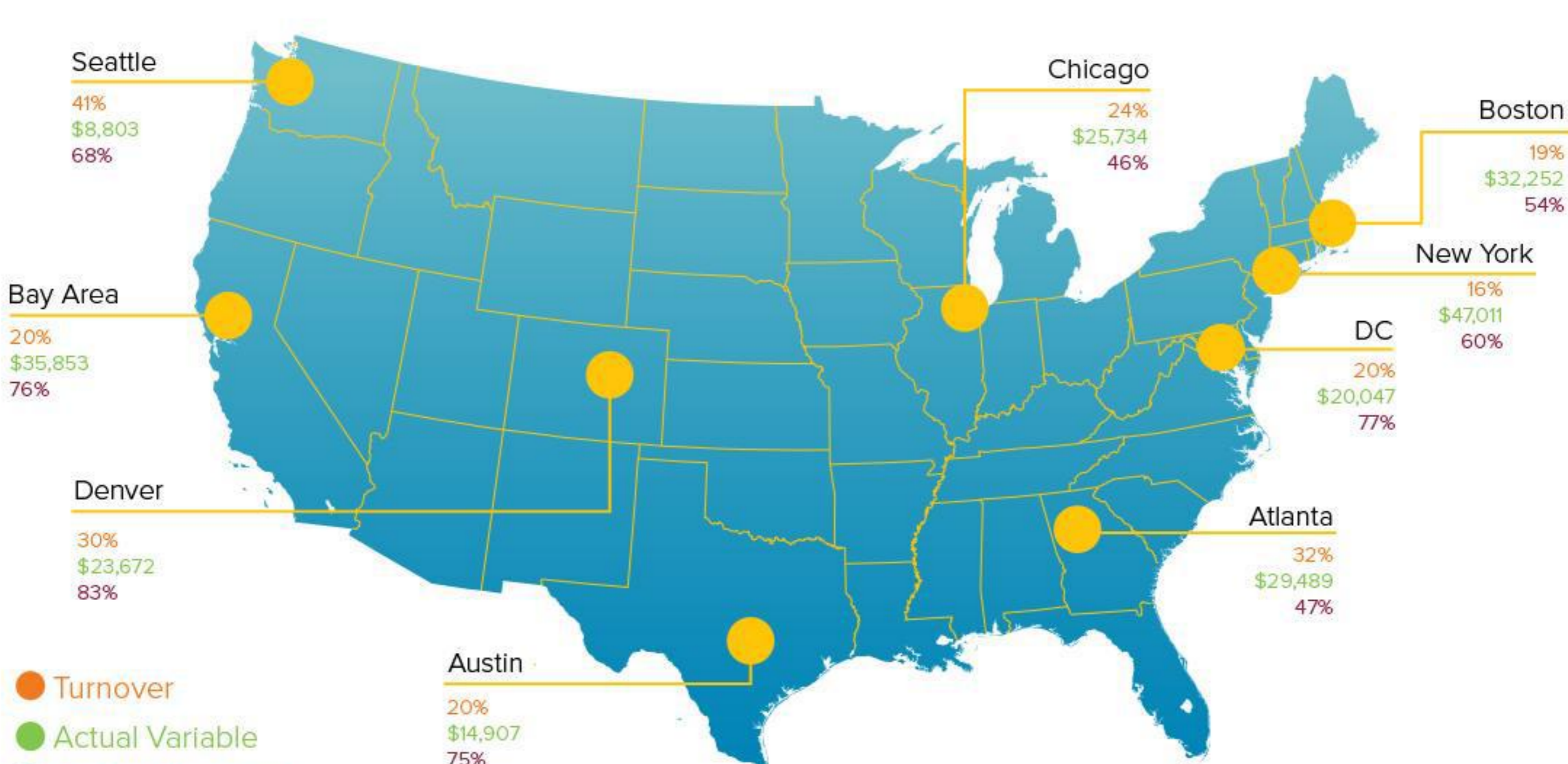


# Top Cities for BUILDING Your Next SALES OFFICE



Whether you're building an inside sales team from scratch or looking to expand sales operations, location matters as much as the sales role, and geographic considerations involve more than real estate cost or time zone. To help business leaders weigh factors like turnover, quota attainment, and variable comp, we've leveraged empirical cross-company data from Xactly Insights™.



## OKAY, JUST GET TO IT, WHICH CITY IS THE CHEAPEST?

Well, it depends. Are you talking real estate or actual variable compensation?

The least expensive cities by real estate (sq ft) the top 3 are...

- Atlanta: \$23.51
- Denver: \$25.80
- Chicago: \$30.13

For least expensive cities by actual variable the top 3 are...

- Seattle: \$8,803
- Austin: \$14,907
- DC: \$20,047

**THE CATCH**  
So while Atlanta may have the cheapest real estate, Atlanta actually ranks 6th for variable cost. You won't break the bank on office space, but you will be paying each rep more.

## OKAY, WHAT ABOUT TALENT?

You can find the top performers here.

These 3 Cities Kill It for Quota Attainment

- Denver: 83%
- DC: 77%
- Bay Area: 76%

**THE CATCH**  
Cheap labor and real estate might be good for business, but if your reps aren't hitting their number, you might not be in business much longer. Higher revenue potential could justify Denver's high turnover and the Bay Area's extreme real estate expenses.

## I'M TIRED OF TURNOVER. WHERE WILL I KEEP THE MOST SALES REPS?

We'd jump on a red-eye to:

**New York.** The lowest with a 16% turnover rate.

If that doesn't work out...

**Boston** is your next best bet. Scooching into 2nd with 19% turnover rate.

**THE CATCH**  
Sure, New York and Boston both rank low for turnover, but the data also shows they have some of the highest actual variable and lowest quota attainment. Retention is never worth it if you're paying for mediocre performance.

## HOW ABOUT FAST GROWING MARKETS?

Here's the data.

**Atlanta** is BOOMING with 3.7% growth

**Seattle** isn't too far behind with 2.9% growth

And **Austin** is closing in with 2.7% growth

**THE OPPORTUNITY**  
Atlanta and Austin are showing strong signs of becoming new tech hubs. Get in now and potentially reap the benefits of incoming talent and new business.

## WAIT, SO WHICH CITY IS THE BEST?

**BEST OVERALL**  
Austin & Washington DC  
Austin and DC have the the lowest turnover rates and variable compensation cost. And with **75%** and **77%** quota attainment, respectively, you'll easily be able to make your new office worth it.

**MOST AFFORDABLE**  
Atlanta  
At **\$23.51** per square ft, Atlanta has the lowest real estate cost out of the 9 cities we analyzed. Variable compensation cost is relatively low and the fixed costs of opening a new office here won't break the bank.

**HIGHEST PERFORMING**  
Denver  
**83%** quota attainment. Maybe it's the cool mountain air, but reps in Denver are hitting their numbers like a sales manager's dream.

**LOWEST TURNOVER**  
New York  
If you're looking for loyalty, take advantage of New York's **16%** turnover rate.

**It's complicated. But there's something for everyone.**

Quota Attainment, Variable Compensation Cost, and Turnover for Inside Sales Representatives are generated from Xactly Insights. Insights is the anonymous and aggregated collection of incentive compensation performance and payroll data of the Xactly customer set.

See how Xactly Insights™ can transform your business at [xactlycorp.com/insights](http://xactlycorp.com/insights)



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