

Ridgeway Reclaim — “Market”

Reclaimed building materials marketplace · 340 active sellers · Asheville, North Carolina

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1 · The decision

In one sentence, what decision does this dashboard exist to get made?

Which categories get acquisition money this month, and in each one whether it is sellers we are short of or buyers.

Who opens it, and when?

Me, the first Tuesday, with the two budgets in front of me. Cormac reads it after. It gets read once, properly, and then not again for a month, so it should be a document rather than something I am meant to be watching.

How does that decision get made today, without it?

A spreadsheet sorted by gross value, which tells me the same thing every single month: doors and brick are the biggest categories. They are the biggest categories because they are the biggest categories. It has never once changed what I did.

Is there a rule the decision follows? Write it out, in the order it applies.

1. Sell-through is sold over listed in the same month. 2. Empty searches over total searches is the demand side. 3. Short of sellers means above sixty percent sell-through and more than one search in six coming back empty. 4. Short of buyers means the median listing takes over forty-five days and almost nobody is searching. 5. Under thirty listings or a thousand searches, do not read it at all.

Why not sell-through against live listings? That is the usual version.

Because it gets better every time we delete a stale listing. Any denominator that improves when you tidy up is a denominator that rewards tidying up. Sold over listed in the same month does not move when I touch the backlog.

What is the most common way you are caught out?

A category that looks hot and is tiny. Eleven listings, nine sold, eighty-two percent, and somebody wants to put money behind it. Eleven of anything is not a market. I want the tool to refuse to read a category that small rather than leave me arguing about it.

What has to be on it that a marketplace dashboard usually leaves off?

The categories we are deliberately not growing. Three of them have real demand and we refuse them, and the biggest one, slate, is the sharpest supply signal in the whole market. If that only lives in my head then the month I am on holiday somebody funds it.

Anything you specifically do not want on it?

No individual sellers, anywhere. Supply here is nine relationships and a phone. The day it becomes a leaderboard the phone call turns into a follow-up and I lose the thing that actually works. And no gross value at the top — it is the number everyone reaches for and it has never told me anything.

Where does the data come from, and how fresh does it need to be?

Listings and search logs, closed monthly. Monthly is right. A live marketplace dashboard would have me reacting to a fortnight of weather.

Where will it be used?

At a desk, once, read straight through. It should look like something you read, not something you monitor.

2 · Screens requested

SCREEN	WHAT IT IS FOR	WHAT IT MUST SHOW
The market	Every category, both sides of it, in one row.	Listings, sold, sell-through against the sixty percent line, searches, empty searches against the one-in-six line, median days, backlog, and the resulting diagnosis in words.
Sellers	Where supply comes from and who has stopped listing.	Four groups by what they actually are, active sellers over eight months, listings each, share of value, and lapses — with what a lapse means for that group.
Not chasing	Categories we deliberately do not grow.	The measured demand being refused, and the written reason, including the one refused for commercial rather than safety reasons.

3 · Figures, and the comparison each one carries

FIGURE	MUST APPEAR AGAINST
Sell-through	The sixty percent line, and sold over listed in the same month
Empty searches	One search in six, and the total searches behind it
Backlog	Live listings per listing sold this month
Active sellers	The same group eight months ago
Gross value	Printed only, never ranked on

No figure appears on this dashboard without the comparison beside it. A number with nothing to compare it against is not information, and the component that renders these will not accept one.

4 • What this must not do

- 1. No individual seller named or ranked, on any screen.
- 2. No gross value as a headline or as a sort.
- 3. No sell-through measured against live listings.
- 4. No ratio quoted for a category under thirty listings.
- 5. No growth recommendation without the not-chasing list on the same tool.

Treated as binding rather than as a preference. Every item above is checked again before the tool is handed over.

CONFIRMATION

The answers above are mine and may be used to build the tool described. Ridgeway Reclaim is a fictional business profile supplied for demonstration and testing; every figure appearing in the delivered dashboard is sample data.

SIGNED — PERPETUA OYELARAN

DATE