

SAMPLE P&L

Profit & Loss - Month & Year-to-Date

	July 2023		Year to Date	
Income	\$	%	\$	%
Commission Income				
• 41005 - Listing Income	41,668	38.0%	284,108	35.7%
• 41010 - Buyer Income	56,301	51.3%	456,111	57.2%
• 41020 - Referral Income	4,556	4.2%	15,414	1.9%
• 41025 - Listing Fee Income	2,975	2.7%	15,470	1.9%
• 41030 - Buyer Fee Income	4,165	3.8%	25,685	3.2%
Commission Income Total	109,665	100.0%	796,787	100.0%
Income Total	109,665	100.0%	796,787	100.0%
Cost of Sales				
Commission Paid Out				
• 50005 - Operator Commission	--	--	61,811	7.8%
• 50010 - Listing Commission	14,584	13.3%	58,117	7.3%
• 50015 - Buyer Commission	25,335	23.1%	186,384	23.4%
• 50025 - Referral Commission	1,801	1.6%	5,146	0.6%
Commission Paid Out Total	41,720	38.0%	311,457	39.1%
Brokerage / Royalty / Referral Fees				
• 51005 - Brokerage Split	--	--	18,000	2.3%
• 51010 - Referral Fees	--	--	13,631	1.7%
• 51015 - Royalty	--	--	3,000	0.4%
Brokerage / Royalty / Referral Fees Total	--	--	34,631	4.3%
Transaction Costs				
• 54040 - Brokerage Transaction Fees	1,200	1.1%	7,100	0.9%
Transaction Costs Total	1,200	1.1%	7,100	0.9%
Cost of Sales Total	42,920	39.1%	353,188	44.3%
Gross Profit	66,745	60.9%	443,599	55.7%
Expense				
Property Direct Expenses				
• 60015 - Closing Gifts	610	0.6%	3,465	0.4%
• 60025 - Photography & Virtual Tours	144	0.1%	3,142	0.4%
• 60035 - Revenue Partnership	--	--	400	0.1%
• 60040 - Sign Placements	--	--	167	0.0%
• 60045 - Staging	--	--	1,040	0.1%
• 60055 - Other Property Direct Expenses	--	--	980	0.1%

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	\$	%	\$	%
Property Direct Expenses Total	754	0.7%	9,193	1.2%
Advertising				
• 61110 - Gifts	--	--	3,983	0.5%
• 61115 - Internet Advertising	--	--	2,028	0.3%
• 61116 - Hosting	--	--	84	0.0%
• 61120 - Lead Generation	1,399	1.3%	10,589	1.3%
• 61130 - Print / Direct Mail	25	0.0%	362	0.0%
• 61135 - Business Cards	--	--	145	0.0%
• 61145 - Signs	--	--	290	0.0%
• 61160 - Team Gear	--	--	106	0.0%
• 61165 - Other Advertising	--	--	769	0.1%
Advertising Total	1,424	1.3%	18,357	2.3%
General & Administrative				
• Professional Services	--	--	160	0.0%
• Education / Training	2,331	2.1%	11,704	1.5%
• Occupancy Costs	849	0.8%	6,791	0.9%
• Insurance	80	0.1%	480	0.1%
• Travel & Entertainment	1,386	1.3%	14,235	1.8%
• Staffing	12,804	11.7%	92,258	11.6%
• Hub Fees	3,000	2.7%	12,000	1.5%
• Recruiting Expenses	--	--	137	0.0%
• Other	673	0.6%	7,501	0.9%
• Software Subscriptions & Web Tools	1,099	1.0%	4,155	0.5%
General & Administrative Total	22,223	20.3%	149,421	18.8%
Expense Total	24,401	22.3%	176,971	22.2%
 Net Ordinary Income (Loss)	 42,344	 38.6%	 266,628	 33.5%