

Your Business Name Here Business Spending Plan 2021 (Based on 1 Month of Detail)

Categories and Subcategories	Type	Planned Monthly Amounts	Total Annual Plan	% of Total Income	Details and Descriptions	
<b>Revenue Categories</b>		Heading only				
Partner coaching Biz	Income	50,000	600,000	38.46%	This includes revenue from all partnership channels - Courses, Affiliates, Group coaching, high end masterminds, live events Revenue from PC Coaching program including commissions from clients, 1 on 1 coaching, and training gigs Revenue from Buyers/sellers and splits w Team Members, partnering on deals, wholesaling deals	
PC Coaching channel	Income	30,000	360,000	23.08%		
RE Business	Income	50,000	600,000	38.46%		
	Income		0	0.00%		
<b>Total Revenue</b>	<b>Calculation</b>	<b>130,000</b>	<b>1,560,000</b>	<b>100.00%</b>	2022 or 2023, this or something better. 2024 target 2MM 2025 3MM 2026 4MM - IMPACT opportunities	
<b>All Cost of Goods (or Services) Sold</b>		Heading only				
Partner Coaching	Cost of Goods Sold		0	0.00%	Import note - Not from fantasy or greed	
PC Coaching	Cost of Goods Sold		0	0.00%		
RE Business	Cost of Goods Sold	2,500	30,000	1.92%	House prep and occasional gift for owners in process -deal specific	
Cost of Goods (or Services) Sold 4	Cost of Goods Sold		0	0.00%		
<b>All Cost of Goods (or Services) Sold Total</b>	<b>Calculation</b>	<b>2,500</b>	<b>30,000</b>	<b>1.92%</b>		
<b>Gross Profit from Sales</b>	<b>Calculation</b>	<b>127,500</b>	<b>1,530,000</b>	<b>98.08%</b>		
<b>Banking, Insurance, and Licenses</b>		Heading only				
Bank Charges and Fees	Expense	200	2,400	0.15%	Usually includes transaction fees	
Business Licenses	Expense	100	1,200	0.08%	City, county, state, etc -- not certifications	
Industry-Specific Insurance	Expense	50	600	0.04%	I dont need much for my model - brokerage and partnership pay	
Property and Liability Insurance	Expense	50	600	0.04%	No property owned, basic additional policy for me	
<b>Banking, Insurance, and Licenses Total</b>	<b>Calculation</b>	<b>400</b>	<b>4,800</b>	<b>0.31%</b>		

**If your revenue is \$150,000 or less, please round all expenses up to the next \$25 per month; if more than \$150,000, please round up to the next \$50 per month.**

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<b>Communication and Tech</b> Heading only					
Computer Hardware and Accessories	Expense	350	4,200	0.27%	Screens, cameras, computer
Computer Software and Subscriptions	Expense	250	3,000	0.19%	all non marketing subscriptions and services
Internet Services and Equipment	Expense	250	3,000	0.19%	Routers, Hot spot, mobile wifi
Telephone Services and Devices	Expense	400	4,800	0.31%	Cell phone and marketing lines
<b>Communication and Tech Total</b>	<b>Calculation</b>	<b>1,250</b>	<b>15,000</b>	<b>0.96%</b>	
<b>Education and Training</b> Heading only					
Business Books and Subscriptions	Expense	200	2,400	0.15%	Books print, electronic, and audio
Coaching and Consulting	Expense	3,000	36,000	2.31%	Coaches and specialized consultants as needed
Training-Related Travel	Expense	500	6,000	0.38%	Non PC coach travel
Workshops and Seminars	Expense	1,000	12,000	0.77%	In person and virtual programs include immersion Education
<b>Education and Training Total</b>	<b>Calculation</b>	<b>4,700</b>	<b>56,400</b>	<b>3.62%</b>	
<b>Industry-Specific Expenses</b> Heading only					
Partner coaching	Expense		0	0.00%	
PC coaching	Expense		0	0.00%	
RE BiZ	Expense	750	9,000	0.58%	Listing prep, bonus stuff, random shit
Industry-Specific Expenses 4	Expense		0	0.00%	
<b>Industry-Specific Expenses Total</b>	<b>Calculation</b>	<b>750</b>	<b>9,000</b>	<b>0.58%</b>	
<b>Lead Generation</b> Heading only					
Advertising and Branding	Expense	350	4,200	0.27%	Traditional marketing actions -- including logo creation, business cards, and print advertising
Client Gifts and Entertainment	Expense	1,500	18,000	1.15%	Non-meals
Client Meals	Expense	500	6,000	0.38%	Only meals

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Community, Donations, and Other Giving	Expense	3,000	36,000	2.31%	has a marketing aspect for business for me Online advertising, social media, and employees and contractors who provide these services Dues and event registrations to member organizations and associations Brochure and postcard projects, including graphic design Hosting, url, upgrades, website-based marketing, web design and development
Internet Lead Generation	Expense	1,000	12,000	0.77%	
Networking Memberships and Events	Expense	500	6,000	0.38%	
Print and Direct Mail	Expense	1,000	12,000	0.77%	
Website Maintenance	Expense	300	3,600	0.23%	
<b>Lead Generation Total</b>	<b>Calculation</b>	<b>8,150</b>	<b>97,800</b>	<b>6.27%</b>	
<b>Office and Supplies</b>		Heading only			
Office Equipment and Furnishings	Expense	450	5,400	0.35%	Nonconsumables; if your business is growing, is there anything you'll need to maintain your workspace and efficiency? Consumables Physical office, home office, etc. Not computers; that belongs with hardware Offsite storage - Warehouse
Office Supplies	Expense	250	3,000	0.19%	
Rent and Utilities	Expense	1,000	12,000	0.77%	
Repairs and Maintenance	Expense	200	2,400	0.15%	
Storage	Expense	1,100	13,200	0.85%	
<b>Office and Supplies Total</b>	<b>Calculation</b>	<b>3,000</b>	<b>36,000</b>	<b>2.31%</b>	
<b>Professional Services</b>		Heading only			
Accounting and Tax Prep	Expense	500	6,000	0.38%	Accountants may do bookkeeping, but bookkeepers should not do taxes. Bookkeepers may do billing and collections, although there may be better options.  1 VA I pay for, 2 others paid by others
Bookkeeping Services	Expense	1,000	12,000	0.77%	
Legal Services	Expense	1,000	12,000	0.77%	
Virtual Assistant	Expense	1,500	18,000	1.15%	
<b>Professional Services Total</b>	<b>Calculation</b>	<b>4,000</b>	<b>48,000</b>	<b>3.08%</b>	
<b>Salaries and Benefits</b>		Heading only			

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Business Owner Salary	Expense	42,000	504,000	32.31%	<p>This is usually the cash amount to match with your personal spending plan. If you're paying yourself a salary, your taxes would be listed in the subcategory below.</p> <p>Quarterly bonus == incentive tbd</p> <p>Executive Assistant</p> <p>Lunches and fun</p> <p>Kids</p> <p>Taxes</p> <p>Insurance and stuff</p>
Commissions and Bonuses	Expense	8,000	96,000	6.15%	
Contract Labor	Expense	8,000	96,000	6.15%	
Employee and Contractor Meals	Expense	2,000	24,000	1.54%	
Other Salaries and Wages	Expense	3,000	36,000	2.31%	
Payroll Processing	Expense	200	2,400	0.15%	
Payroll Taxes	Expense	25,000	300,000	19.23%	
Payroll-Related Benefits	Expense	1,500	18,000	1.15%	
<b>Salaries and Benefits Total</b>	<b>Calculation</b>	<b>89,700</b>	<b>1,076,400</b>	<b>69.00%</b>	
<b>Transportation and Travel</b>	Heading only				
Car Payment, Insurance, Gas, etc. OR ...	Expense		0	0.00%	<p>If more than two out-of-town trips per month, you'll probably want to create a separate category for travel with appropriate subcategories.</p>
Mileage at Federal Rate	Expense	500	6,000	0.38%	
Parking	Expense	100	1,200	0.08%	
Taxis, Vans, and Car Services	Expense	100	1,200	0.08%	
Travel (Out of Town)	Expense	1,000	12,000	0.77%	
<b>Transportation and Travel Total</b>	<b>Calculation</b>	<b>1,700</b>	<b>20,400</b>	<b>1.31%</b>	
<b>Operating Expense Total</b>	<b>Calculation</b>	<b>113,650</b>	<b>1,363,800</b>	<b>87.42%</b>	
<b>Net Operating Profit / Contingency</b>	<b>Calculation</b>	<b>13,850</b>	<b>166,200</b>	<b>10.65%</b>	<p>In the plan, this is contingency. When it happens, this is profit. Ideally, there will be at least 10% in this line to cover shortfalls of income and higher than expected.</p>

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Prudent Reserve/savings	Balance Sheet	0	0	0.00%	6 months total burn is in reserve, funded. That allows for 1 year at 50% income - Plus 2 months operating in savings funded Year 3 is when I start buying properties on my own in this plan
RE Investment Savings Fund	Balance Sheet	5,000	60,000	3.85%	
			0	0.00%	
<b>Post-Tax Profit / Contingency</b>	<b>Calculation</b>	<b>8,850</b>	<b>106,200</b>	<b>6.81%</b>	