

**My Company, PC**  
**P&L Detail (subsection)**  
**October 2015**

Type	Date	Name	Memo	Debit	Credit	Balance
<b>Lead Generation</b>						
<b>General Advertising</b>						
<b>Internet Lead Generation</b>						
Credit Card Charge	10/03/2015	Boomtown, Llc		1,725.36		1,725.36
Credit Card Charge	10/27/2015	Facebook		500.27		2,225.63
Credit Card Charge	10/31/2015	Facebook		49.73		2,275.36
Credit Card Charge	10/08/2015	Google Adws		215.24		2,490.60
Credit Card Charge	10/22/2015	Homes.com		99.95		2,590.55
Credit Card Charge	10/26/2015	Idx, Inc		59.99		2,650.54
Check	10/20/2015	Keller Williams	Market Leader	100.00		2,750.54
Credit Card Charge	10/01/2015	Showing Suite		39.95		2,790.49
Credit Card Charge	10/27/2015	Trulia		149.99		2,940.48
Credit Card Charge	10/26/2015	Zillow		1,771.94		4,712.42
Total Internet Lead Generation				4,712.42	0.00	4,712.42
<b>Print/Direct Mail</b>						
Credit Card Charge	10/23/2015	Expresscopy Company		28.95		28.95
Check	10/20/2015	Keller Williams	B&W Copies	141.44		170.39
Check	10/20/2015	Keller Williams	Color Copies	372.20		542.59
Credit Card Charge	10/08/2015	USPS		197.85		740.44
Credit Card Charge	10/29/2015	Vistaprint		88.99		829.43
Total Print/Direct Mail				829.43	0.00	829.43
Total General Advertising				5,541.85	0.00	5,541.85
Total Lead Generation				5,541.85	0.00	5,541.85
<b>TOTAL</b>				<b>5,541.85</b>	<b>0.00</b>	<b>5,541.85</b>