

My Real Estate Company
Profit & Loss - Real Estate Model Comparison
 January through April 2014

	Jan - Apr 14	% of Income	Model	Difference
Income				
Commission Income	1,616,700.00	100.0%		
Total Income	1,616,700.00	100.0%		
Cost of Goods Sold				
Commissions Paid Out	607,025.00	37.55%		
Total COGS	607,025.00	37.55%	29.2%	8.35%
Gross Profit	1,009,675.00	62.45%	70.8%	-8.35%
Expense				
Salaries/Benefits	130,300.00	8.06%	12.0%	-3.94%
Lead Generation	120,825.00	7.47%	9.2%	-1.73%
Occupancy	16,267.00	1.01%	2.0%	-0.99%
Communication/Technology	13,457.00	0.83%	2.5%	-1.67%
Education/Dues	13,809.98	0.85%	1.0%	-0.15%
Automobile	4,125.00	0.26%	0.25%	0.01%
Equipment/Furnishings	6,500.00	0.4%	1.0%	-0.6%
Supplies/Office Expense	11,212.50	0.69%	1.0%	-0.31%
Insurance Expense	4,200.00	0.26%	0.25%	0.01%
Professional Services	13,118.99	0.81%		0.81%
Total Expense	333,815.47	20.65%	29.2%	8.55%
Net Income	675,859.53	41.81%	41.6%	0.21%