



EXPENSE DETAIL					
1. Salaries	20,000 11.1%	36,000 12%	65,000 12%	100,000 12%	144,000 12%
2. Lead Generation	18,000 10%	30,000 10%	50,000 10%	80,000 10%	120,000 10%
3. Occupancy	1,500 0.8%	2,500 0.8%	3,000 0.6%	4,000 0.5%	5,000 0.4%
4. Technology	4,000 2.2%	4,500 1.5%	7,500 1.5%	12,000 1.5%	18,000 1.5%
5. Phone	2,600 1.4%	3,000 1%	5,000 1%	10,000 1%	12,000 1%
6. Supplies	1,800 1%	3,000 1%	5,000 1%	8,000 1%	12,000 1%
7. Education/Dues	1,800 1%	2,000 0.67%	5,000 1%	7,000 1%	12,000 1%
8. Equipment	3,600 2%	6,000 2%	6,000 1.2%	8,000 1%	12,000 1%
9. Auto/Insurance	6,000 1.4%	6,000 1%	6,000 1%	9,000 1%	9,000 1%

All percentages figured as a % of Gross Income. These are a rough approximation and have been rounded up.