

EXPENSE BEST PRACTICES BASED ON REVENUE

GCI

		\$150,000	\$340,000	\$640,000	\$970,000	\$1M	\$1.6M	\$2.5M	\$3.4M
Compensation	Salaries/Benefits	5.6%	9.8%	14.1%	11.2%	19.1%	14%	13.9%	14.6%
	Professional Services	2.2%	1.3%	0.9%	0.7%	0.7%	0.6%	0.5%	0.5%
	TOTAL	7.8%	11.1%	15.1%	11.9%	20%	14.6%	14.4%	15.1%
Lead Generation	Listing Management	3.4%	3.1%	2.6%	3.0%	2.3%	2.9%	2.5%	3.3%
	Prospecting & Marketing	7.8%	7.1%	7.8%	9.1%	5%	8.3%	6.5%	6.5%
	TOTAL	11.2%	10.2%	10.4%	12.1%	7.3%	11.3%	9.0%	9.8%
Other Expenses	Occupancy	2.9%	1.9%	1.6%	1.3%	2%	1.6%	1.0%	2.3%
	Education & Coaching	5.0%	5.3%	4.6%	3.8%	2.3%	3.4%	2.5%	2.3%
	Supplies/Office Expenses	2.7%	2.2%	1.7%	1.3%	1%	1.2%	1.0%	1.2%
	Communication/Tech.	3.7%	2.6%	2.1%	1.8%	1.6%	1.4%	1.0%	1.0%
	Automobile	3.0%	1.8%	1.3%	1.1%	1%	0.8%	0.6%	0.6%
	Equipment/Furnishings	0.6%	0.4%	0.3%	0.3%	0.5%	0.3%	0.3%	0.4%
	Insurance	1.6%	0.7%	0.5%	0.5%	0.5%	0.3%	0.2%	0.2%

Expense Best Practices