



Enter your expenses in the blue shaded area. Everything will carry over to give you a Profit & Loss Forecast on page 2.

**MARKETING**

EXPENSE ITEMS	MONTHLY	ANNUALLY
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Internet Leads

Live Transfer

Google PPC

Google SEO

Direct Mail

Events

Referral Program

**BUILDING**

EXPENSE ITEMS	MONTHLY	ANNUALLY
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Lease / Mortgage

Office Supplies

Internet / Phone  
Service

Computer  
Equipment

Cleaning

Miscellaneous

**PAYROLL**

EXPENSE ITEMS	MONTHLY	ANNUALLY
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Agency Owner W2

Team Member #1

Team Member #2

Team Member #3

Team Member #4

Team Member #5

Team Member #6

Team Member #7

Team Member #8

Payroll taxes at  
6.2%

**MISCELLANEOUS / OTHER**

EXPENSE ITEMS	MONTHLY	ANNUALLY
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Retirement Match

Workers Comp

Business Insurance

Employee Benefits

Events

**MONTHLY TOTAL**

**ANNUALLY TOTAL**

**PROFESSIONAL SERVICES**

EXPENSE ITEMS	MONTHLY	ANNUALLY
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Accounting

Payroll

Coaching / CE /  
Programs





## MONTHLY REVENUE

INCOME SOURCES	MONTHLY	ANNUALLY
Average Total		

## CORPORATE PROMOTIONS

INCOME SOURCES	MONTHLY	ANNUALLY
Annual Estimate		

## ALLIANCE / IPS INCOME

INCOME SOURCES	MONTHLY	ANNUALLY
Monthly Estimate		

## ANNUAL BONUSES

INCOME SOURCES	MONTHLY	ANNUALLY
Scorecard Estimate		
AIPP Estimate		
Total		

## PROFIT LOSS FORECAST

MONTHLY CASH FLOW	ANNUAL PROFIT	ANNUAL PROFIT + OWNER W2

Are you curious what your monthly paychecks will look like in twelve months?  
Try out the forecast tool below!

## MONTHLY PAYCHECK ESTIMATOR

INCOME SOURCES	MONTHLY
P&C Book Size	
P&C Commission (SMVC)	%
Anticipated P&C Growth Rate	%
Financial Services Commission	
Annual Total P&C Projection	
Monthly Paycheck Estimate	

If you have any questions on how to use this tool, please reach out to [Tim@DirectClicksInc.com](mailto:Tim@DirectClicksInc.com)