



Drexanne Evers International

Real Estate Management Consulting • Speaking

DEI Standard – Alternate Small Company Expenses by Category

CATEGORY	DEI STD. % OF GCI	EXPENSE ITEMS INCLUDED
GENERAL & ADMINISTRATIVE	1.60%	Bank Fees, Contributions, Other Expenses, Referral Fees Expense, Relo Expense, Miscellaneous Expenses, Insurance, Bad Debts, Farm, Auction, Petty Cash, Taxes (Not Income), Ledger Adjustment
ADVERTISING & PROMOTIONS	4.86%	Advertising, Promotions, Signs, Marketing, Kiosks, Brochures, Flyers
OCCUPANCY	5.90%	Rent, Utilities, Janitorial, Repair & Maintenance - Facility, Depreciation - Bldg & Leasehold Improvements, R E Taxes, Property Insurance, Supplies - Building.
COMMUNICATIONS	1.40%	Telephone, Equipment, Unit Calls, Mail, Postage, Fax Print Copies, Long Distance
PROFESSIONAL FEES & EXPENSES	1.30%	Legal, Accounting, Consulting
SALARIES & WAGES	10.91%	Salaries, Wages, S S Taxes, Unemployment Taxes, Health Insurance, Retirement Benefits; Employee Benefits
OFFICE SUPPLIES	1.40%	Stationery, Forms
OFFICE EXPENSES	1.40%	Equipment, Furniture, Depreciation - Furniture & Equipment, Equipment-Lease, Equipment - Maintenance
TECHNOLOGY	1.44%	Technology, Consulting - Computers, Software, Web Development, Internet Access
TRAINING, RECRUITING, & EDUCATION	1.50%	Training, Recruiting, Education
TRAVEL & ENTERTAINMENT	0.55%	Auto, Meals, Travel, Entertainment, Auto Insurance, Fuel, Auto-Service
AGENT EXPENSES	2.74%	MLS, Dues & Subscriptions, E & O Insurance, Licenses, Awards, Permits, Gifts, Filing Fees, Listing Expenses, Selling Expenses
TOTAL FIXED EXPENSES	35.00%	Every effort should be made to lower Fixed Expenses 1% goes straight to the bottom line EBIT!

*Small Company - approximately \$1,000,000 GCI

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