



Drexanne Evers International

Real Estate Management Consulting • Speaking

DEI Standard – Moderate Traditional Company Expenses by Category

CATEGORY	DEI STD. % OF GCI	EXPENSE ITEMS INCLUDED
GENERAL & ADMINISTRATIVE	1.32%	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	4.08%	Advertising, Promotions, Signs, Marketing, Kiosks, Brochures, Flyers
OCCUPANCY	5.06%	Rent, Utilities, Janitorial, Repair & Maintenance - Facility, Depreciation - Bldg & Leasehold Improvements, R E Taxes, Property Insurance, Supplies - Building.
COMMUNICATIONS	1.20%	Telephone, Equipment, Unit Calls, Mail, Postage, Fax Print Copies, Long Distance
PROFESSIONAL FEES & EXPENSES	1.20%	Legal, Accounting, Consulting
SALARIES & WAGES	9.73%	Salaries, Wages, S S Taxes, Unemployment Taxes, Health Insurance, Retirement Benefits; Employee Benefits
OFFICE SUPPLIES	1.00%	Stationery, Forms
OFFICE EXPENSES	1.00%	Equipment, Furniture, Depreciation - Furniture & Equipment, Equipment-Lease, Equipment - Maintenance
TECHNOLOGY	1.50%	Technology, Consulting - Computers, Software, Web Development, Internet Access
TRAINING, RECRUITING, & EDUCATION	1.24%	Training, Recruiting, Education
TRAVEL & ENTERTAINMENT	0.48%	Auto, Meals, Travel, Entertainment, Auto Insurance, Fuel, Auto-Service
AGENT EXPENSES	2.19%	MLS, Dues & Subscriptions, E & O Insurance, Licenses, Awards, Permits, Gifts, Filing Fees, Listing Expenses, Selling Expenses
TOTAL FIXED EXPENSES	30.00%	The Total Fixed Expenses percentage in a smaller company is often up to 35%

Revised July 22, 2007

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