

what i'm talking about in real estate right now

28 AUGUST 2019



bean counter?

**individuals + businesses
starting + stopping**

**accounting + tax + business
way more than just the numbers**

**i see the mistakes
i see the successes**

**real estate specialist
lessons learnt**

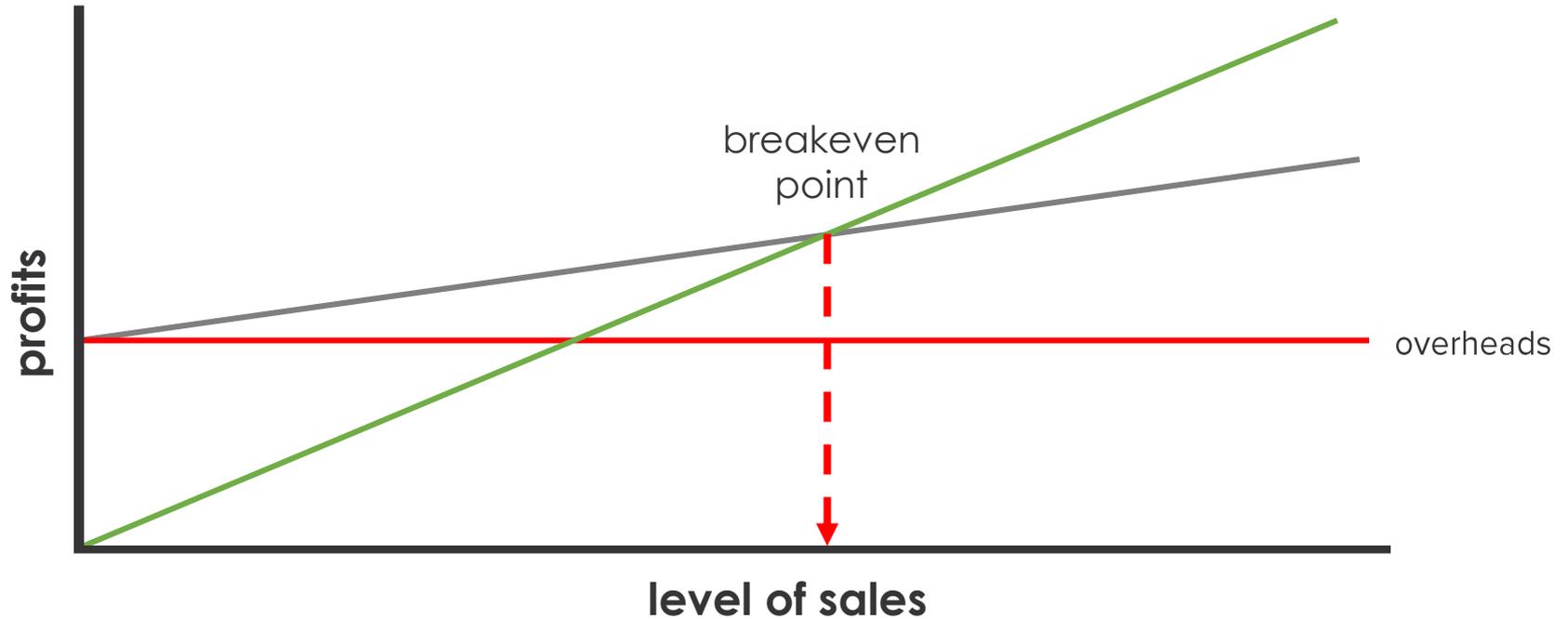
**business
DEPOT**

number one tip
for anyone in tough times...
**work out your
breakeven point**



breakeven analysis

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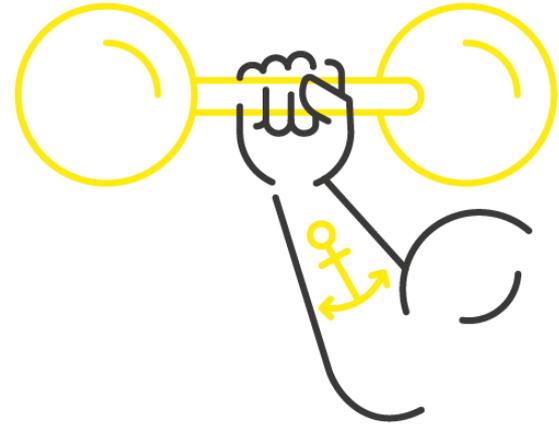


strong gets stronger



🔪 top strategies to reduce breakeven

1. reduce fixed costs [reduce waste]
2. grow rent roll
3. focus on staff mix in sales
4. increase principal sales
5. put a hold on growth



'the great' tend to have

- + **large rent roll compared to costs**
to reduce risk + fixed costs
- + **multiple principals**
to reduce reliance + key person vested interest
- + **at least one selling principal**
even if not leaving behind huge profit contribution
- + **consistently performing sales team**
no baggage
- + **strong leadership**
which drives a strong culture

**nothing wrong with
principal sales**



leadership + accountability
go hand in hand
start tracking +
reporting with rhythm

66

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**sales are vanity
profit is sanity
cash is reality**

99

Where are your profits coming from?

	sales	pm	principals	admin	total
income	\$	\$	\$	\$	\$
- variable expenses	%	%	%	%	%
= gross profit	\$	\$	\$	\$	\$
- fixed expenses	\$	\$	\$	\$	\$
= NET PROFIT	\$	\$	\$	\$	\$

loving
cloud accounting



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where has all the cash gone?



significant owner drawings



significant business loan payments



capital improvements/
new assets



prior year tax payments

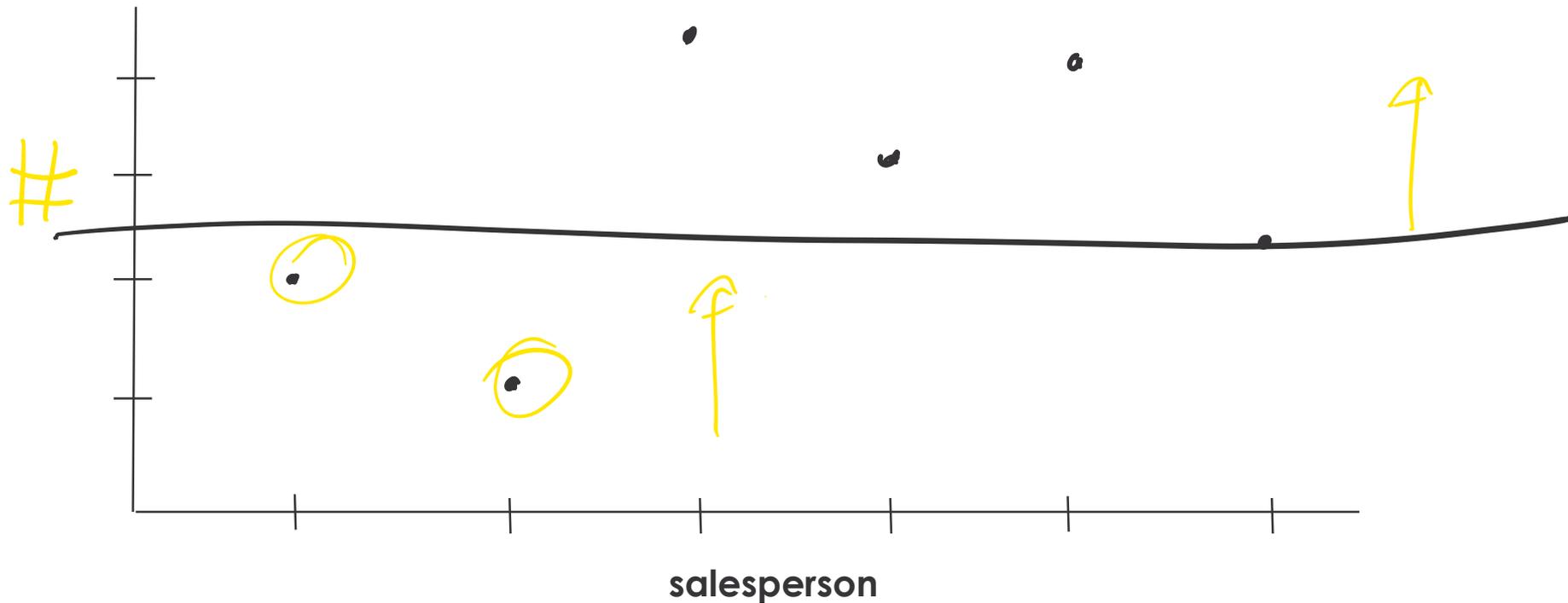
A man with a beard and sunglasses is sitting on a couch, holding a can. To his left is a large, light-colored teddy bear. To his right is a box of business DEPOT. The background is a plain wall. The text "who's sleeping on your couch?" is overlaid in the center, with "who's sleeping on" in yellow and "your couch?" in white. A yellow wavy line is below the text.

who's sleeping on
your couch?

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raising the bar of average

[business
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**don't pay for things
you don't use
by removing waste**

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things i see not used or not delivering value

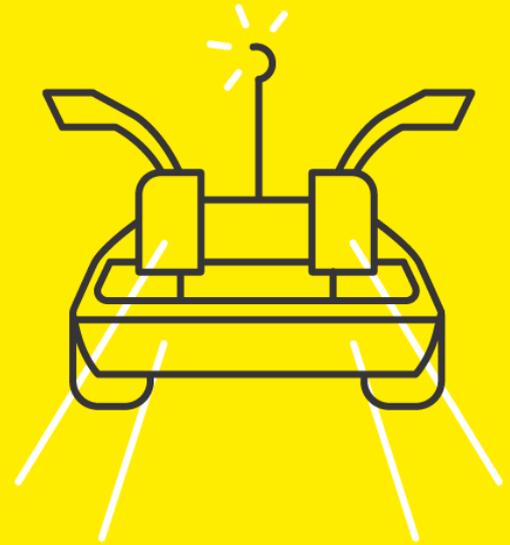
- + **excess capacity**
[office]
- + **those doing the wrong task**
[right person right job]
- + **those not doing their required task**
[e.g. not making the calls]
- + **subscriptions not used**
[to full capacity]
- + **don't follow through**
[e.g. advertising + marketing]

numbers are important
but people first

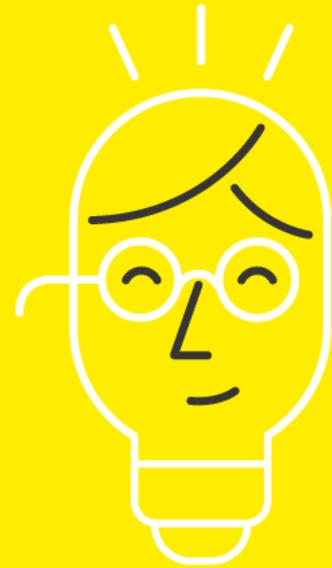
everyone on the bus
everyone facing the front
somewhere to drive
someone at the wheel



**great partnerships
can pave the way
to the future**



offshoring is a tactic
technology is the
solution



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**only thing that guarantees
you will increase your
wealth is to repay debt**

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**better is better
than more**

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#makeithappen

our real estate crew



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the one place for real estate businesses

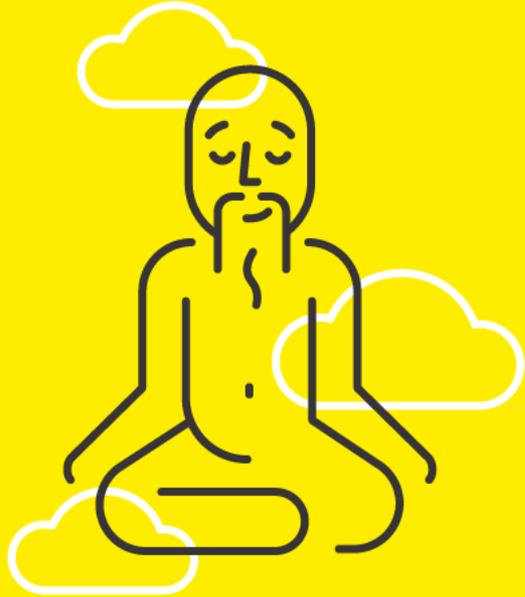


businessdepot.com.au/blog/



or give us a call on
[07] 3193 3000 to chat

The screenshot shows the businessDEPOT blog homepage. The header is bright yellow with the text "one place for our blog" and a search bar. Below the search bar are several category buttons: ALL, ACCOUNTING, ADVISORY, BROKING, BUSINESS ADVICE, INDUSTRY NEWS, LEGAL, MARKETING, PEOPLE + CULTURE, REAL ESTATE, and SUPERANNUATION. The main content area features a large article titled "ACCOUNTING businessDEPOT launches in Sydney + Melbourne" with a photo of three people. Below this are three smaller article thumbnails: "Accounting: Breaking Down the Federal Budget for Real Estate Businesses", "Real Estate: Is it time to open your own real estate office?", and "Real Estate: Detoxing your real estate business". Each article has a "READ MORE" button.



**top tax tactics for real
estate businesses and
the people behind
them**

download free ebook

<http://offers.businessdepot.com.au/top-taxtics-real-estate-business-2019>



**thank
you!**



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