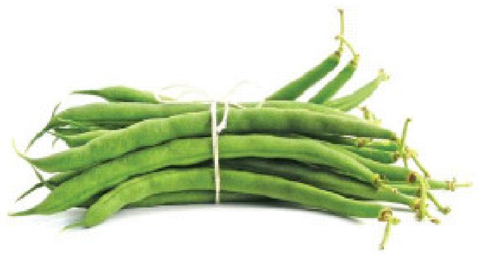
UHY Haines Norton Chartered Accountants

Top 12 Financial Tips for your Real Estate Office

Tip #1	**Review your Balance Sheet (not just sales and not just P & L)** If you don't understand the Balance Sheet, talk to someone who does!
Tip #2	**Know your cash and profit breakeven**
Tip #3	**Recover all VPA upfront** (one you have surely heard before)
Tip #4	**Know your business formula. Know your fixed costs per month.**
Tip #5	**Think before you spend. Explore the alternatives.**
Tip #6	**Focus on "Average Rate of Commission"**
Tip #7	**Don't jump in head first!** Understand the full impact of the proposed changes.
Tip #8	**Staff mix is key!** Understand who is making your sales and have a target staff mix.
Tip #9	**Review Profit & Loss by salesperson.** Or, at the very least know the incremental profit by person.
Tip #10	**Implement a standard financial reporting regime** (including Profit by person and division)
Tip #11	**Implement a structured month-end process**
Tip #12	**Reduce your long-term business risk.** But, consider impact on the overall business (including non-financial).

For more information contact:
John Knight

99 Mary Street BRISBANE QLD 4000
GPO Box 2876 BRISBANE QLD 4001
t: 07 3210 5500
f: 07 3229 6174
j.knight@uhyhn.com.au
www.uhyhnbrisbane.com.au



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