



P&L Budget & Forecast Summary

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Region: United States Store Type: Existing Store Growth Target: 0% vs Last Year

KEY FINANCIAL METRICS

Net Income	\$45,978
Net Margin %	23.7%
Cost per Return	\$93

DETAILED P&L BREAKDOWN

REVENUE	AMOUNT
Gross Tax Prep Fees	\$200,000
Less: Customer Discounts	-\$6,000
TOTAL REVENUE	\$194,000

EXPENSE ITEM	RATE	AMOUNT	NOTES
PERSONNEL			
Salaries	25%	\$48,500	25% of Gross Fees
Employee Deductions	10%	\$4,850	10% of Salary Amount
FACILITY			
Rent	18%	\$34,920	18% of Gross Fees
Telephone	0.5%	\$970	0.5% of Gross Fees

EXPENSE ITEM	RATE	AMOUNT	NOTES
Utilities	1.2%	\$2,328	1.2% of Gross Fees
⚙️ OPERATIONS			
Local Advertising	2%	\$3,880	2% of Gross Fees
Insurance	0.6%	\$1,164	0.6% of Gross Fees
Postage	0.4%	\$776	0.4% of Gross Fees
Office Supplies	3.5%	\$6,790	3.5% of Gross Fees
Dues	0.8%	\$1,552	0.8% of Gross Fees
Bank Fees	0.4%	\$776	0.4% of Gross Fees
Maintenance	0.6%	\$1,164	0.6% of Gross Fees
Travel/Entertainment	0.8%	\$1,552	0.8% of Gross Fees
📅 FRANCHISE			
Tax Prep Royalties	14%	\$27,160	14% of Tax Prep Income
Advertising Royalties	5%	\$9,700	5% of Tax Prep Income (Franchise Required)
📁 MISCELLANEOUS			
Miscellaneous	1%	\$1,940	1% of Gross Fees
TOTAL EXPENSES	76.3%	\$148,022	of Total Revenue

NET INCOME: \$45,978 (23.7% margin)

MANAGEMENT REVIEW CHECKLIST

□ REVENUE OPTIMIZATION:

- Average fee vs market rates: \$125 (adjust pricing strategy?)
- Return volume vs capacity: 1,600 returns planned
- Discount policy: 3% (industry standard: 3%)

□ EXPENSE MANAGEMENT:

- Total expense ratio: 76.3% (target: 75-77%)
- Salary efficiency: Review staffing levels and scheduling
- Facility costs: Rent and utilities vs location value
- Franchise compliance: All required royalties and advertising fees included
- Variable expense control: Supplies, maintenance, and operational costs

□ PERFORMANCE TARGETS:

- Net margin target: 23.7% (industry benchmark: 20-25%)
- Cost per return: \$93 (monitor for efficiency)
- Break-even analysis: Monthly targets and seasonal adjustments
- Cash flow planning: Tax season vs off-season operations

□ ACTION ITEMS:

- Review and approve staffing plan with HR/Payroll
- Confirm facility lease terms and utility budgets
- Validate marketing spend and local advertising strategy
- Schedule monthly P&L reviews vs this forecast
- Set up dashboard tracking for real-time performance monitoring