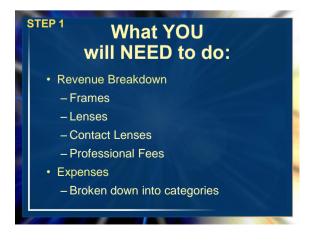


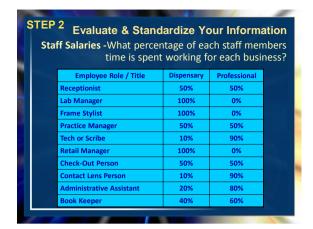
## Road Map 1. Gather financial information 2. Evaluate and standardize 3. Calculate occupancy and other costs a) Operating expenses b) Cost of Goods 4. Determine your "Monday Morning Number" 5. Review practice "Snapshots" 6. Review and analyze "Break Even and Profits"

## What are your true "hard" costs? Rent Payroll Utilities Insurance Advertising/Marketing Maintenance Supplies ... and more

## 



## STEP 1 **Categorize Your Expenses** - Frames -OTHER EXPENSES - Spectacle General Overhead Lenses Equipment - Contact Lenses Marketing & - Staff Salaries & Promotion Benefits Interest Docs Salaries Repair & Maintenance Occupancy (rent) Insurance

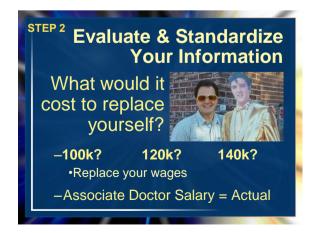


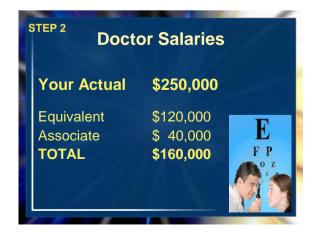




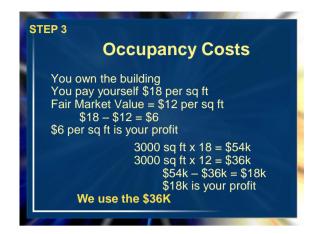
Evaluate & Standardize
Your Information

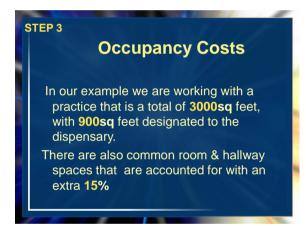
Doctors Salaries
Included In Professional Business Only
Identify Your Total Salary + Benefits
IRA or 401k
Personal Expenses
Child / Spouse Pay
Car payments / Insurance







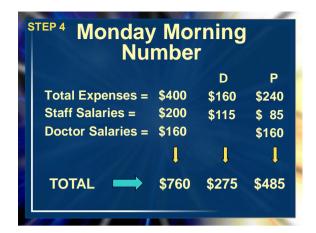








		, l	, I
		40%	60%
Category Choices	Total Expenses	Dispensary Expenses	Professiona Expenses
General Overhead	\$150,000	\$60,000	\$90,000
Equipment	\$110,000	\$44,000	\$66,000
Occupancy (rent)	\$80,000	\$32,000	\$48,000
Marketing & Promotion	\$15,000	\$6,000	\$9,000
Interest	\$9,500	\$3,800	\$5,700
Repair & Maintenance	\$25,000	\$10,000	\$15,000
Insurance	\$6,000	\$2,400	\$3,600
Other	\$4,500	\$1,800	\$2,700
TOTAL	\$400,000	\$160,000	\$240,000









```
Professional Revenue
Gross Profit

100% - 8.3%
= 91.7%

New
Benchmark
```







