

Real Estate Agency

Your Dream Home Awaits

BUSINESS PLAN [YEAR]



John Doe



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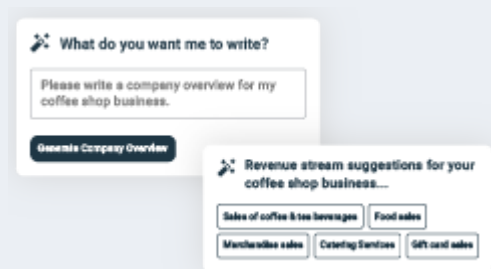
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1.

Executive Summary

Objectives

Products and Services

Management Team

Success Factors

Financial Summary



REMEMBER

Before you think about how to start a Real estate agency service, you must create a detailed real estate business plan. It will not only guide you in the initial phases of your startup but will also help you l

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MT Moore & Associates

MT Moore & Associates Realty, Inc., is a real estate agency incorporated as an S corporation that will operate in all the states in the United States of America. but will be headquartered in New York. We intend to become specialists in owning, developing, acc

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Objectives

MT Moore & Associates

The primary objectives of our organization are to:

- Become a profitable organization allowing us the freedom of taking advantage of other

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Products and Services

MT Moore & Associates

MT Moore & Associates Realty will focus on superior service for its clients. It has a full-time assistant who, among other things, will manage the company website and listings, advertise listings elsewhere, and answer basic client questions.

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Management Team

MT Moore & Associates

MT Moore & Associates Realty's most valuable asset is the expertise and experience of its founder, John Moore. John has been a licensed real estate broker for the past 20 years. He has spent much of his career working at Coldwell Banker. There he specialized in residential real estate.

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Success Factors

MT Moore & Associates

MT Moore & Associates Realty is uniquely qualified to succeed due to the following reasons:

- MT Moore & Associates Realty will fill a specific market niche in the growing community.

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Financial Summary

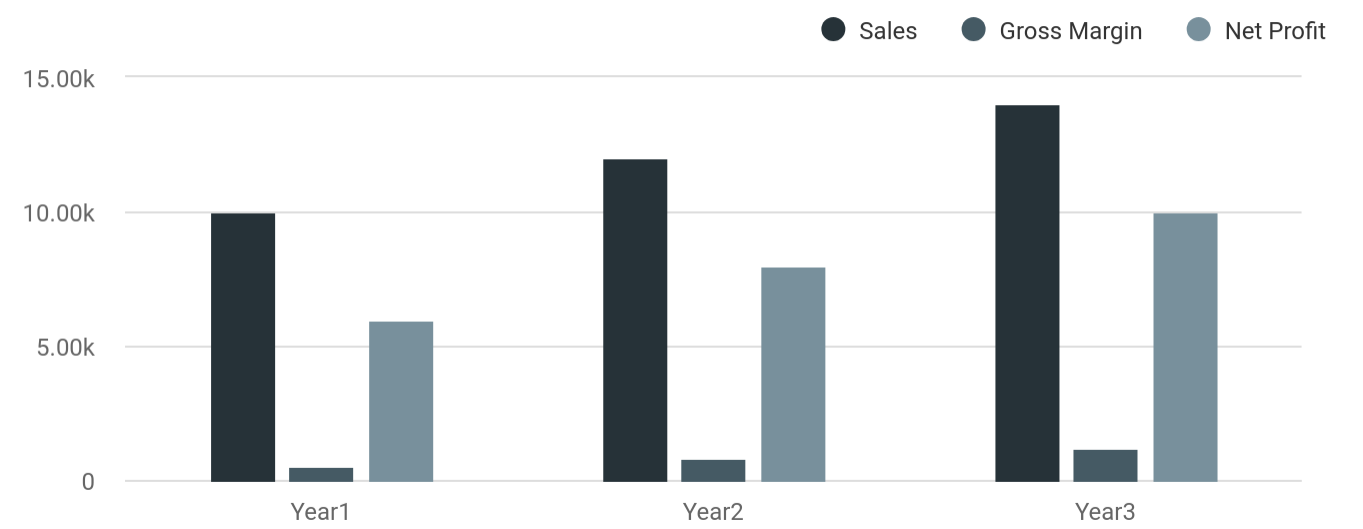
MT Moore & Associates

MT Moore & Associates Realty is seeking total funding of \$78,000 of debt capital to open its office. The capital will be used for funding capital expenditures and location build-out, hiring initial employees, marketing expenses, and working capital.

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3 Year profit forecast



MT Moore & Associates

Financial Summary	Year 1	Year 2	Year 3
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2.

Company Summary

History

Start-up Summary

Funding Required

MT Moore & Associates

MT Moore & Associates Realty is founded by John Moore, Sarah Moore. They are the major financiers of the company. Mr. John is the company's president and CEO. John has over 20 years of real estate experience including, significant senior management

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History

MT Moore & Associates

Upon returning from Coldwell Banker, surveying the local customer base, and finding a potential retail office, John Moore incorporated MT Moore & Associates Realty as an S-Corporation in Jan 2021.


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Start-up Summary

MT Moore & Associates

Our start-up costs are outlined in the following chart. Said start-up costs derive from website design, office equipment, main computer station (complete with all realtor information for agent usage), stationery, legal costs, furnishings, office advertising and

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Startup cost



Cost distribution	Amount
Expenses	50,000
Assets	80,000
Investment	35,000

Funding Required

The detailed startup requirements and expenses are given in the table below.

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750
Rent	\$22,500
Research and Development	\$42,750
Expensed Equipment	\$42,750
Signs	\$1,250
TOTAL START-UP EXPENSES	\$247,500
Start-up Assets	\$0
Cash Required	\$322,500

Start-up Expenses	Amount
Start-up Inventory	\$52,625
Other Current Assets	\$222,500
Long-term Assets	\$125,000
TOTAL ASSETS	\$121,875
Total Requirements	\$245,000
START-UP FUNDING	\$0
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
TOTAL FUNDING REQUIRED	\$0
Assets	\$203,125
Non-cash Assets from Start-up	\$118,750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$118,750
Cash Balance on Starting Date	\$121,875
TOTAL ASSETS	\$0
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0

Start-up Expenses	Amount
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000
Loss at Start-up (Start-up Expenses)	\$313,125
TOTAL CAPITAL	\$221,875
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

3.

Products and Services

Our business offering are listed below:



REMEMBER

Before starting a real estate business, you must take many things into consideration such as you must consider what types of real estate services will you be providing to your customers. Deciding your business structure

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MT Moore & Associates

MT Moore & Associates Realty is set to offer a variety of services within the scope of the real estate industry in the United States of America. Our intention of starting a real estate agency is to make profits from the industry and we will do all that is permitted by law.

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MT Moore & Associates

- Facilitating a Purchase — guiding a buyer through the process.
- Facilitating a Sale — guiding a seller through the selling process.

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Our business offering are listed below:

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MT Moore & Associates

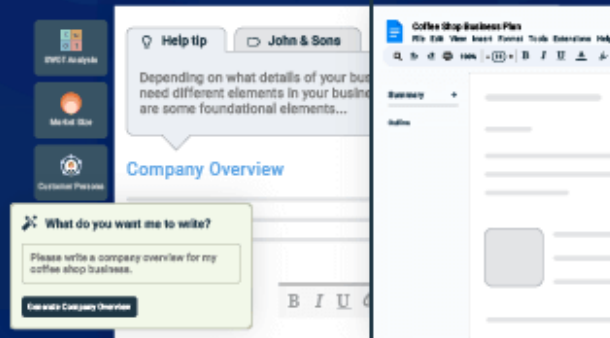
In addition, our customers will list their homes with our agency because of our aggressive and highly-skilled professionals. We will continuously have an above-average sales force to generate and close residential listings.

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4.

Market Analysis

Industry Analysis

Market Trends

Target Market



REMEMBER

The most important component of an effective real estate business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from

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Industry Analysis

Little Stars

Last year, according to IBISworld.com, U.S. real estate sales, and brokerage agencies brought in revenues of \$137 billion and employed 1,085,000 people. There were 859,000 businesses in this market, for an average of \$160,000 per business. Many agents work on a commission basis.

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Market Trends

Little Stars

The market trends in the real estate industry are such that, compensation is conventionally based on a percentage of the sales price, split between the buying and selling brokers, and then between the agent(s) and his/her real estate agency. While a split basis is common, some agents work on a fixed fee basis.

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Target Market

Little Stars

Our target market cuts across people of different classes and people from all walks of life. We are coming into the industry with a business concept that will enable us to work with the highly placed people in the country and at the same with the lowly placed folk.

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5.

Strategy & Implementations

Sales Strategy

Advertising Strategy

Pricing Strategy

Sales Forecast



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After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis

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Sales Strategy

MT Moore & Associates

- Sales in our business are gaining property listings and utilizing a marketing plan that works best for the client.

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Advertising Strategy

MT Moore & Associates

MT Moore & Associates Realty will initially invest significant time and energy into contacting potential clients via telephone. In order to improve the effectiveness of this phase of the marketing strategy, a highly focused call list will be used, targeting land

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Targeted Cold Calls

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MT Moore & Associates

MT Moore & Associates Realty understands that the best promotion comes from satisfied customers. The Company will encourage its clients to refer other businesses by providing economic or financial incentives for every new client produced. This s

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Referrals

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MT Moore & Associates

MT Moore & Associates Realty will invest resources in two forms of geographically-focused internet promotion—organic search engine optimization and pay-per-click advertising. The Company will develop its website in such a manner as to direct as much traffic as possible to its website.


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Internet

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MT Moore & Associates

MT Moore & Associates Realty will list its properties for rent and sale in key local publications, including newspapers, area magazines, and its own newsletter. Additionally, the Company will print brochures and place them in specific locations frequented by target customers.

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Publications

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MT Moore & Associates

By offering seminars on topics of interest in the office or other locations, Mr. Moore will encourage residents in the community to become comfortable with the expertise and character of MT Moore & Associates Realty. These seminars will generally be offered on a regular basis.

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Seminars

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Pricing Strategy

MT Moore & Associates

Part of our business strategy is to ensure that we work within the budget of our clients to deliver excellent properties to them. The real estate industry is based on commission, and properties are valued by professionals based on the area the facility is located in.

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Sales Forecast

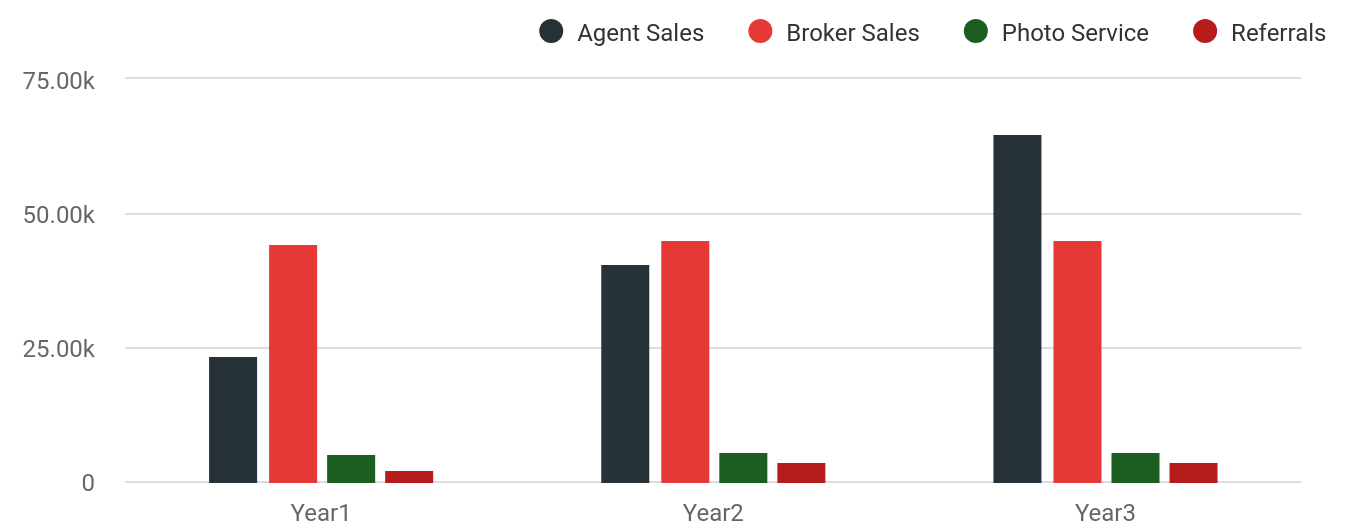
MT Moore & Associates

The following table and chart give a run-down on forecasted sales. We expect sales to be slowest during September through December, building between January through March and the most growth during the months of March through August.

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Sales



Financial Year	Agent Sales	Broker Sales	Photo Service	Referrals
Year1	23,625	44,245	5,280	2,244
Year2	40,500	45,000	5,760	3,750
Year3	65,000	45,000	5,760	3,750

6.

Operations

Management Summary

Hiring Plan

Milestones

MT Moore & Associates

MT Moore & Associates Realty will carry out its day-to-day operations primarily on an appointment basis. Buying and renting clients will make appointments to view available properties and to discuss their needs. Selling clients and landlords will


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Management Summary

MT Moore & Associates

The initial management team is the owner/licensed broker. The broker of this firm has the only authority to sponsor oncoming licensed real estate agents under the corporate broker license. Upon joining this firm agents will receive a complete training program

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Hiring Plan

MT Moore & Associates

John Moore will serve as the company CEO and president. In order to launch the business we do not need additional personnel beyond the assistant who has already been recruited, but will hire the following in the future:

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Milestones

MT Moore & Associates

MT Moore & Associates Realty's long-term goal is to become the number-one name in residential real estate brokerage in terms of the right balance of price and customer service quality. We seek to do this by ensuring customer satisfaction and dev

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7.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of a real estate business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by the business owner.

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MT Moore & Associates

The company will be financed by John himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the real estate business start-up, no equity funding or outside loans will be required. With the help of firm

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Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	2024	2025	2026
Revenue	\$1,809,424	\$3,006,756	\$4,458,623
Property Sales Commissions	\$978,300	\$1,170,030	\$1,399,050
Unit Sales	326	390	466
Unit Price	\$3,000	\$3,000	\$3,000
Buyer Representation Fees	\$425,740	\$606,760	\$864,980
Unit Sales	213	303	432
Unit Price	\$2,000	\$2,000	\$2,000
Agent Membership Fees	\$405,384	\$1,229,966	\$2,194,593
Users	636	1,371	2,239
Recurring Charges	\$100	\$100	\$100
Cost Of Sales	\$79,713.42	\$128,201.36	\$187,281.75
General Costs	\$79,713.42	\$128,201.36	\$187,281.75
Property Listing Expenses	\$40,988.48	\$65,208.08	\$94,888.70
Advertising Costs	\$36,188.48	\$60,135.12	\$89,172.46
Inspection Fees	\$4,800	\$5,072.96	\$5,716.24
Transaction Processing	\$38,724.94	\$62,993.28	\$92,393.05
Legal and Closing Fees	\$36,188.48	\$60,135.12	\$89,172.46
Escrow Charges	\$2,536.46	\$2,858.16	\$3,220.59
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$1,729,710.58	\$2,878,554.64	\$4,271,341.25

	2024	2025	2026
Gross Margin (%)	95.59%	95.74%	95.80%
Operating Expense	\$1,798,354.12	\$1,881,111.70	\$1,973,987.80
Payroll Expense (Indirect Labor)	\$1,683,840	\$1,721,164.80	\$1,759,345.44
Executive Team	\$364,800	\$375,744	\$387,016.32
CEO Salary	\$192,000	\$197,760	\$203,692.80
CFO Salary	\$172,800	\$177,984	\$183,323.52
Sales Agents	\$1,080,000	\$1,101,600	\$1,123,632
Senior Sales Agents	\$432,000	\$440,640	\$449,452.80
Junior Sales Agents	\$648,000	\$660,960	\$674,179.20
Administrative Staff	\$239,040	\$243,820.80	\$248,697.12
Office Manager Salary	\$74,880	\$76,377.60	\$77,905.20
Admin Assistant Salaries	\$164,160	\$167,443.20	\$170,791.92
General Expense	\$114,514.12	\$159,946.90	\$214,642.36
Office and Administrative Expenses	\$38,944.17	\$46,125.99	\$54,657.50
Office Rent	\$32,602.93	\$38,980.65	\$46,605.98
Utility Bills	\$6,341.24	\$7,145.34	\$8,051.52
Marketing and Advertising	\$66,965.25	\$104,493.78	\$149,862.13
Online Marketing	\$54,282.72	\$90,202.68	\$133,758.69
Print Advertising	\$12,682.53	\$14,291.10	\$16,103.44
Operational Expenses	\$8,604.70	\$9,327.13	\$10,122.73
Office Supplies	\$3,804.70	\$4,287.13	\$4,830.73
Insurance	\$4,800	\$5,040	\$5,292
Bad Debt	\$0	\$0	\$0

	2024	2025	2026
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$68,643.54)	\$997,442.94	\$2,297,353.45
Additional Expense	\$14,806.93	\$12,872.77	\$10,819.31
Long Term Depreciation	\$9,660	\$9,660	\$9,660
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$78,303.54)	\$987,782.94	\$2,287,693.45
Interest Expense	\$5,146.94	\$3,212.76	\$1,159.29
EBT	(\$83,450.47)	\$984,570.17	\$2,286,534.14
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$1,892,874.47	\$2,022,185.83	\$2,172,088.86
Net Income	(\$83,450.47)	\$984,570.17	\$2,286,534.14
Net Income (%)	(4.61%)	32.75%	51.28%
Retained Earning Opening	\$0	(\$101,450.47)	\$865,119.70
Owner's Distribution	\$18,000	\$18,000	\$18,000
Retained Earning Closing	(\$101,450.47)	\$865,119.70	\$3,133,653.84

Projected Cash Flow

	2024	2025	2026
Cash Received	\$1,809,424	\$3,006,756	\$4,458,623
Cash Paid	\$1,883,214.47	\$2,012,525.83	\$2,162,428.86
COS & General Expenses	\$194,227.54	\$288,148.26	\$401,924.11
Salary & Wages	\$1,683,840	\$1,721,164.80	\$1,759,345.44
Interest	\$5,146.94	\$3,212.76	\$1,159.29
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$73,790.47)	\$994,230.17	\$2,296,194.14
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$70,000	\$0	\$0
Net Cash From Investments	(\$70,000)	\$0	\$0
Amount Received	\$150,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
Amount Paid	\$49,359.35	\$51,293.51	\$53,347.12
Loan Capital	\$31,359.34	\$33,293.52	\$35,347.14
Dividends & Distributions	\$18,000	\$18,000	\$18,000
Net Cash From Financing	\$100,640.65	(\$51,293.51)	(\$53,347.12)

	2024	2025	2026
Summary			
Starting Cash	\$0	(\$43,149.82)	\$899,786.84
Cash In	\$1,959,424	\$3,006,756	\$4,458,623
Cash Out	\$2,002,573.82	\$2,063,819.34	\$2,215,775.98
Change in Cash	(\$43,149.82)	\$942,936.66	\$2,242,847.02
Ending Cash	(\$43,149.82)	\$899,786.84	\$3,142,633.86

Projected Balance Sheet

	2024	2025	2026
Assets	\$17,190.18	\$950,466.84	\$3,183,653.86
Current Assets	(\$43,149.82)	\$899,786.84	\$3,142,633.86
Cash	(\$43,149.82)	\$899,786.84	\$3,142,633.86
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$60,340	\$50,680	\$41,020
Gross Long Term Assets	\$70,000	\$70,000	\$70,000
Accumulated Depreciation	(\$9,660)	(\$19,320)	(\$28,980)
Liabilities & Equity	\$17,190.19	\$950,466.84	\$3,183,653.84
Liabilities	\$68,640.66	\$35,347.14	\$0
Current Liabilities	\$33,293.52	\$35,347.14	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0

	2024	2025	2026
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,293.52	\$35,347.14	\$0
Long Term Liabilities	\$35,347.14	\$0	\$0
Long Term Debt	\$35,347.14	\$0	\$0
Equity	(\$51,450.47)	\$915,119.70	\$3,183,653.84
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	(\$101,450.47)	\$865,119.70	\$3,133,653.84
Check	\$0	\$0	\$0

Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%

	Year 1	Year 2	Year 3	Industry Profile
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.

	Year 1	Year 2	Year 3	Industry Profile
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.

The image shows a side-by-side comparison of two financial planning tools. On the left is the Upmetrics interface, which features a clean, modern design with a sidebar containing icons for 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' with a 'Profit & Loss' statement for the year 2023-04. It includes a table with columns for 'Revenue', 'Cost of Sales', 'Gross Margin', and 'Operating Expenses', with values in dollars. Below this, there's a section titled 'What price will you charge for each unit?' with a table showing 'Unit Price' and 'Per Unit' values. On the right is a screenshot of a standard financial spreadsheet, which is cluttered with many empty cells and a complex formula bar at the top. A green Google Sheets icon is also visible next to the spreadsheet image.

Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes - no more remembering complex formulas or fussing in the spreadsheet.

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Mariia Yevlash



Student, Sumy State University – Ukraine

The most helpful feature was to make a business plan out of a simple idea. Thankful for all the tools provided, **especially AI which did a great impact on my work.**

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