

Agency Startup Spreadsheet

STARTUP EXPENSES

Buildings/ Real Estate Expenses

Purchase/Mortgage	\$	-
Rent		-
Construction/Remodeling		-
Maintenance		-
Utility costs		-
Other		-
Total Buildings/ Real Estate Expenses	\$	-

Capital Equipment and IT/Computers/Software Expenses

Furniture	\$	-
Equipment		-
Phone/Internet		-
Fixtures		-
Office supplies		-
Agency Management System		-
Accounting software		-
IT Support Services		-
Computer networking software or system		-
Other		-
Total Capital Equipment Expenses	\$	-

1.

EXPENSES - Begin by estimating your expenses. What will it cost you to get your agency up and running? For each category of expense, list everything you'll need to purchase, both tangible assets (eg: equipment, furniture) and services (eg: remodeling, accounting services).

Then determine where you might purchase these goods or services. Research more than one vendor. Remember to consider terms of payment, delivery, reliability, and service in addition to price when choosing the vendor whose price you'll include in this estimate.

Administrative Expenses

Workers Comp	\$	-
Legal fees		-
Accounting fees		-
Liability Insurance		-
E&O insurance		-
Payroll taxes		-
Salaries/Payroll		-
Other		-
Total Location and Admin Expenses	\$	-

Advertising and Promotional Expenses

Advertising	\$	-
Signage		-
Printing		-
Travel/entertainment		-
Website, design and maintenance		-
Trade Group/Networking Group dues/subscriptions		-
Other/additional categories		-
Total Advertising / Promotional Expenses	\$	-

Licensing and Continuing Education Expenses

Insurance Licensing	\$	-
Business licensing (State, Local, etc)		-
Permits		-
Taxes		-
Continuing Education		-
Total Licensing and Continuing Education Expenses	\$	-

Group / Network / Aggregator Expenses

Initiation fee	\$	-
Monthly fee		-
Total Group / Network / Aggregator Expenses	\$	-

Other Expenses

Other expense 1	\$	-
Other expense 2		-
Total Other Expenses	\$	-

Reserve for Contingencies

	\$	-
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Working Capital

	\$	-
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2.

CONTINGENCIES - Add a reserve for contingencies and be sure that you can back up your calculations for the amount you are putting into this reserve.

3.

WORKING CAPITAL - You cannot open your agency with an empty bank account. You need a cash cushion to meet expenses while the business gets going. To determine what your cushion should be you can do a 12-month cash

cash flow needs, you can do a 12-month cash flow projection, where you estimate your working capital needs, or you can insert your best rough estimate here.

4.

SOURCES - Now that you have estimated how much capital will be needed to start, you should turn your attention to the capital you have or can access. Enter the amounts you will put in yourself, how much will be injected by partners or investors, and how much will need to borrow.

SOURCES OF CAPITAL

Owners' Investment (name and percent ownership)

Your name and percent ownership	\$	-
Other investor		-
Other investor		-
Total Investment	\$	-

Other investment

Seller financing	\$	-
Credit Card		-
Total Investment	\$	-

Bank Loans

Bank 1	\$	-
Bank 2		-
Bank 3		-
Bank 4		-
Total Bank Loans	\$	-

Other Loans

Source 1	\$	-
Source 2		-
Total Other Loans	\$	-

SUMMARY STATEMENT

Sources of Capital

Owners' investments	# REF!
Other investments	# REF!
Bank loans	# REF!
Other loans	# REF!
Total Source of Funds	# REF!

Startup Expenses

Buildings/Real Estate expenses	\$ -
Capital equipment and IT/Computers/Software expenses	-
Administrative expenses	-
Advertising/Promotional expenses	-
Licensing and Continuing Education expenses	-
Group/Network/Aggregator expenses	-
Other expenses	-
Contingency fund	-
Total Startup Expenses	\$ -

SECURITY AND COLLATERAL FOR LOAN PROPOSAL

Collateral for Loans

Value

Value of Book 1	\$ -
Value of Book 2	-
Real Estate	-
Other collateral	-
Other collateral	-
Total Collateral for Loans	\$ -

Owners

Your name here

Other owner

Other owner

Loan Guarantors (other than owners)

Loan guarantor 1

Loan guarantor 2

Loan guarantor 3

5.

COLLATERAL - List the assets that you'll offer as collateral to secure your loan, and give your estimate of the value of these items. To be safe, use the lower of either cost or market value for each asset. Be prepared to offer some proof of your estimates of collateral values.

Description