

Direct Expenses Per Transaction

Top Pro Transaction Tracking

Description	Listing Side	% of Total Listing Expenses	Buyer/Sales Side	% of Total Sales Expense
Media Advertising	$_____	_____%	$_____	_____%
Virtual Tour	$_____	_____%	$_____	_____%
Photo Service	$_____	_____%	$_____	_____%
Website Posting	$_____	_____%	$_____	_____%
Measuring	$_____	_____%	$_____	_____%
Staging	$_____	_____%	$_____	_____%
Inspections	$_____	_____%	$_____	_____%
House Brochures	$_____	_____%	$_____	_____%
Buyer Packages	$_____	_____%	$_____	_____%
Listing Packages	$_____	_____%	$_____	_____%
Closing Gifts	$_____	_____%	$_____	_____%
Face 2 Face Items	$_____	_____%	$_____	_____%
Meals & Entertainment	$_____	_____%	$_____	_____%
Ad Promotions	$_____	_____%	$_____	_____%
Home Warranty	$_____	_____%	$_____	_____%
Neighborhood Cards	$_____	_____%	$_____	_____%
Just Sold Cards	$_____	_____%	$_____	_____%
Just Listed Cards	$_____	_____%	$_____	_____%
Center / Sphere Mail	$_____	_____%	$_____	_____%
eNewsletters Service	$_____	_____%	$_____	_____%
Administrative Fees	$_____	_____%	$_____	_____%
Closing Coordinator	$_____	_____%	$_____	_____%
Other Services	$_____	_____%	$_____	_____%
Other Fees	$_____	_____%	$_____	_____%
Marketing	$_____	_____%	$_____	_____%
Totals Direct Expenses	$_____	_____%	$_____	_____%

Total Direct Expense
Listing Side
$_____

Total Direct Expense
Selling Side
$_____

Remember to also track your fixed MLS, E&O, Lead Provider, Internet and Business Expenses.

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