



SAMPLE CHART OF ACCOUNTS

GROSS Revenue (GR)

CV - Project Income

CV - Repair Income

CV - Recurring Income

Cost of Goods/Services Sold (COGS)

CV - Materials

CV - Rental Equipment

CV - Fuel

Cost over Standard of COGS

Labor (Can be on COGS calc. or in Operational Expense Calc.)

CV - 1099-Contractors

CV - W-2 -Employees

CV - Labor Burden Rates (11-15% Avg.)

Cost over Standard of Labor

Gross Margin (GM)

Operational Expenses

C- Entity Registration / Compliance Fees

C- Key Man Insurance - CEO

C- Key Man Insurance - COO

C- Server and Cloud Storage Costs

C- 1G Internet/Phone Service at Offices

C- Reoccurring Software and Systems Fees

C - Rent for Offices

C- Executive Housing

CV - Counsel (Professional Services)

CV- CPA Svcs (Professional Services)

CV- Bookkeeping Services (Professional Services)

CV- General Liability Premium

CV- Electricity for Offices

CV- Natural Gas for Offices

CV - Auto Repairs & Maintenance

CV- Gross Deposit Acct Monthly Fees (Separate acct* to track GR)

CV- PR Acct Monthly Fees (Separate acct* to track PR)

CV- COGS Acct Monthly Fees (Separate acct* to track COGS)

CV- Main Op Acct Monthly Fees (Separate acct* to track OVHD)

CV- Team Cell/Tablet Costs

CV- Dispute Resolution Services

CV- Employee Bonus Pool

CV- Active C Staff Bonus Pool

CV- Annual Holiday Party

CV- Annual In Business Party

CV- Annual Holiday Party

CV- Toner, Ink

CV- Paper, Dividers, Folders, Sticky Notes, etc.

CV - Breakroom Food

CV- Expenses OTHER Unforeseen Costs

CVM - Association Memberships

CVM- Chotchkies and Branding Promo Items

CVM - BMV Merchandise-Gloves/Hats/Team Apparel

CVM - Flyers/Brochures/Handouts/Posters/QR Code Cards/Biz Cards

CVM - Video Production/Animation and Creation

CMV-On Going Syndication

CVM-Content Creation

CVM - Website Rebuild

CVM - SocMed Boost/Linking Costs - Inbound

CVM - SocMed Boost/Linking Costs - Outbound

CVM - SocMed Posting - Inbound

CVM - SocMed Posting - Outbound

CVM - Website SEO - Inbound PPC

CVM - Website SEO - Outbound PPC

CVM - Podcast Build/Add Content

CVM - Guest Blogging

CVM - Affiliate Marketing Program

VM - Podcast(s) to 20+ Directories

VM - Props/Video/Production Accessories and Equipment

VM - Community Sponsorships/Donations

VM - Contest Awards

VM - Extra Marketing Budget

VM - Event Promotions

V - LEGAL UNFORESEEN

V- Hotel/Travel/Per Diem for Seminars and Business Meetings

V - Continuing Education

Net Operating Income (NOI)

CV - Interest

CV - Earnings Taxes

CV- Taxes Other

Net Profit (NP)

Acronym KEY for Chart of Accounts as it relates to Financial Reports:

GR=Gross Revenue

GM=Gross Margin

NOI=Net Operating Income

NP=Net Profit

PR=Payroll

Acronym KEY for Chart of Accounts as it relates to Sample Chart of Account Categories:

C= Constant

CV=Constant Variable

CVM=Constant Variable Marketing

VM=Variable Marketing

V=Variable

(*) Separate Bank Accounts are necessary as you grow your business to ensure reserves are kept for taxes in PR and Income, etc. Strategic planning to determine what accounts you need and when you need them should be done to keep from having too little or too many accounts that can cause additional loss or shrinkage.