

DASHBOARD DEMOGRAPHICS

KH Tax & Accounting  
CPA <sup>2</sup>Connect Partner

\*\* SAMPLE PAGE (first page only)

	Families	Inds	Percent	Ave Age	Total AGI	Ave AGI	Total Int	Ave Int	Total Div	Ave Div	Tax-Ex Inc	Ave Tax-Ex	Total Sch C	Ave Sch C	Total Sch D	Ave Sch D	Total Sch E	Ave Sch E	Total Net Invoice	Ave Net Invoice
A	75	133	12%	62	\$38,386,441	\$511,819	\$899,643	\$12,157	\$3,862,592	\$55,980	\$1,648,011	\$38,326	\$687,348	\$38,186	\$1,700,149	\$14,784	\$9,304,761	\$138,877	\$43,330	\$578
B	168	278	28%	63	\$23,553,185	\$140,198	\$924,920	\$6,045	\$1,664,206	\$12,901	\$661,959	\$12,036	\$1,792,234	\$64,008	-\$5,938,451	-\$29,841	\$879,343	\$9,256	\$78,065	\$465
C	306	462	50%	56	\$23,362,514	\$76,348	\$188,042	\$964	\$318,088	\$2,240	\$127,694	\$4,403	\$404,056	\$7,624	-\$2,330,300	-\$13,240	\$729,429	\$5,979	\$105,220	\$344
D	57	78	9%	58	\$1,516,429	\$26,604	\$27,498	\$917	\$28,799	\$1,440	\$7,879	\$2,626	\$31,868	\$6,374	-\$187,134	-\$6,453	\$15,827	\$1,131	\$17,070	\$299
Totals	606	951		59	\$86,818,569	\$143,265	\$2,040,103	\$4,514	\$5,873,685	\$16,316	\$2,445,543	\$18,812	\$2,915,506	\$28,034	-\$6,755,736	-\$13,017	\$10,929,360	\$36,676	\$243,685	\$402

Targets

	Goal	Off by
A	61 10%	2%
B	182 30%	-2%
C	303 50%	0%
D	61 10%	-1%
Count	606	

Top 10 Opportunities

	Client	Gross	Net
1	Weisenburg	\$57,895	\$17,369
2	Smith	\$42,200	\$12,660
3	Yarbrough	\$40,000	\$12,000
4	Grego	\$33,333	\$10,000
5	Peyton	\$18,468	\$5,540
		\$191,896	\$57,569

	Client	Gross	Net
6	Nelson	\$18,320	\$5,496
7	Pardue	\$16,774	\$5,032
8	Turner	\$14,150	\$4,245
9	Buckley	\$10,280	\$3,084
10	Reyes	\$8,654	\$2,596
		\$68,178	\$20,453

Gross	Net
\$260,074	\$78,022

Future Focus

	Under 40	Over 70	AGI > \$300,000	Int Inc > \$2,000	Div Inc > \$1,000	Tax-Ex Inc > \$1,000	CapGainDis > \$5,000	Sch C > \$25,000	Sch D > \$10,000	Sch D < (\$10,000)	Sch E > \$25,000	Dave	JJH	JLH	Malcolm
A	9	37	22	41	59	39	12	5	18	36	14	13	20	7	35
B	26	104	14	58	100	40	6	11	19	67	16	61	77	13	17
C	73	84	2	25	61	13	1	6	9	46	14	72	167	26	41
D	15	23	52	5	6	1	0	0	3	6	0	36	18	1	2
Count	123	248	90	129	226	93	19	22	49	155	44	182	282	47	95
% of Base	13%	26%	15%	21%	37%	15%	3%	4%	8%	26%	7%	30%	47%	8%	16%

Potential Revenue

Potential Revenue												Pay Rate		30%	
Money Management								Risk Management							
Schedule B - Int Inc		Schedule B - Div Inc		Tax-Exempt Int Inc		IRA Rollovers		Estate Creation		Estate Protection		Buy/Sell/Key		Long Term Care	
Int Inc	\$2,040,103	Div Inc	\$5,873,685	Tax-Ex Inc	\$2,445,543	AGI >	\$300,000	35	55	60	75	Premium	\$20,000	55	79
Int Rate	0.7%	Div Rate	2%	Int Rate	2.5%	Total Inds	90	Total Ind	33	Total Ind	23	# of plans	66	Premium	\$4,000
CD/MM	\$291,443,286	Holding:	\$293,684,250	Principal	\$97,821,720	Average	\$125,000	Premium	\$4,900	Premium	\$31,000	Comp	100%	# of contracts	286
AUM Fee	1%	AUM Fee	1%	AUM Fee	1%	AUM Fee	1%	Comp	100%	Comp	100%	Comp		Comp	50%
Fee Rev*	\$2,914,433	Fee Rev*	\$2,936,843	Fee Rev*	\$978,217	Total Rev*	\$112,500	Total Rev	\$161,700	Total Rev	\$713,000	Total Rev	\$1,320,000	Total Rev	\$572,000
Rev to CPA²	\$874,330	Rev to CPA²	\$881,053	Rev to CPA²	\$293,465	Rev to CPA²	\$33,750	Rev to CPA²	\$48,510	Rev to CPA²	\$213,900	Rev to CPA²	\$396,000	Rev to CPA²	\$171,600

Potential Revenue to CPA2: \$2,912,608