



Why Us?

Growing Real Estate Market:

The real estate market is highly competitive, and many agents focus on their core competencies, such as selling properties, while leaving bookkeeping and accounting to experts. As more people join the real estate profession, the demand for specialized financial services is increasing.

The smartest real estate agents use companies like Accounting for Realtors (AFR) to maximize growth because it allows them to focus on closing deals while experts manage their financial details. AFR's specialized knowledge ensures accurate financial management, tax compliance, and valuable insights, streamlining operations and enhancing profitability in a competitive market.

Efficiency and Convenience:

In the fast-paced real estate world, efficiency and convenience are key. Our cloud-based accounting, real-time financial reporting, and tax planning services ensure you have access to your financial information anytime, anywhere, helping you make quick, informed decisions.

By bundling bookkeeping, tax preparation, and financial advisory services, we streamline your financial management. This one-stop solution saves you time and reduces stress, allowing you to focus on closing deals and growing your business with confidence that your financial matters are expertly handled.

Scalability and Specialization:

By specializing in the real estate niche, we develop deep expertise that makes our services far more valuable than those of generic accounting firms. This targeted knowledge allows us to address the unique needs of real estate professionals more effectively. As a result, our clients often receive referrals within the close-knit real estate community, enhancing their credibility and opening up more growth opportunities. Our specialization ensures that you benefit from tailored insights and solutions that drive your success.

Recurring Revenue Model:

By offering ongoing monthly bookkeeping or quarterly tax services, we create a steady stream of recurring revenue for your business. This model is especially appealing to realtors, particularly those with high-volume operations, who prefer to outsource their financial management. It allows you to focus on what you do best—sales—while we handle the financial details, ensuring consistent support and freeing up your time to grow your business.



PROFESSIONAL ACCOUNTING SERVICES



Comprehensive Real Estate Financial Management Package

Full Time Monthly Book Keeping Services:

- We offer full-time bookkeeping services tailored specifically for real estate agents, ensuring accurate and efficient financial management.

Monthly Financial Management & Expenditure Reporting:

- Receive personalized financial oversight tailored to your real estate business, along with detailed monthly reports on your expenditures to help you stay on track.

Tax News, Credit Updates & Reminders:

- Stay informed with the latest tax news, industry-specific tax updates, and credit opportunities relevant to real estate. We provide regular updates on new tax laws, deadline reminders, and email notifications to keep you in the loop and ahead of important changes.

Expert Support:

- Daily access to a seasoned real estate accountant, providing you with unparalleled tax support.

Quarterly Tax Liability Update:

- Proactive updates on your tax liabilities every quarter, ensuring no surprises.

CONTACT (587) 608-8066



ACCOUNTINGFORREALTORS.CA



Realtor X,

Congrats on \$145,000 in net deposits for August! Your expenses look normal, and I'll provide a more detailed breakdown once we have more data.

Tip for Expense Tracking: Please add a little detail in the memo line of e-transfers to make processing easier.

Your Revenue Canada liabilities are:

GST: \$2,193.41—pay by June 30, 2024, to avoid 10% interest from August.

Personal Taxes: Estimated \$8,000 on \$60,000 income—consider a payment before September 15 to avoid interest.

Corporate Taxes: No deficit; tax payable will be calculated at year-end.

Accounting Suggestions:

Meals and Entertainment: This category is high. Remember, meals and entertainment are 50% deductible, while promotional meals and client gifts are 100% deductible. Let's aim to allocate more to the 100% categories where appropriate.

Revenue Canada Installments: Make small installments throughout the year to avoid penalties and interest.

Company Name: Consider changing 2761158 Alberta Ltd. to The Realtor X Group for a more professional image. Let me know if you'd like to proceed.

Lastly, I've shared (or will share) a Google spreadsheet for monthly analytics. Please fill out the goals and marketing metrics to help set goals and track ROI. If you have questions or suggestions, feel free to reach out.

Your Friendly Accountant for Realtors

2761158 Alberta Ltd.
Balance Sheet
As of August 31, 2024

	Total
Assets	
Current Assets	
Cash and Cash Equivalent	
Chequing	267,273.38
TD Chequing Business	68,178.10
Total Cash and Cash Equivalent	\$ 335,451.48
Email Transfers Clearing	90,124.55
Total Current Assets	\$ 425,576.03
Non-current Assets	
Property, plant and equipment	
Furniture and Fixtures	1,806.50
Total Property, plant and equipment	\$ 1,806.50
Total Non Current Assets	\$ 1,806.50
Total Assets	\$ 427,382.53
Liabilities and Equity	
Liabilities	
Current Liabilities	
Credit Card	
AMEX	14,957.34
Credit Card Business	3,164.34
Credit Card Personal	0.00
Line of Credit	62,500.00
Total Credit Card	\$ 80,621.68
GST/HST Payable	2,193.41
Taxes Payable	-36,534.90
Total Current Liabilities	\$ 46,280.19
Non-current Liabilities	
BDC Loan	125,000.00
Shareholder Notes Payable	-90,673.46
Total Non-current Liabilities	\$ 34,326.54
Total Liabilities	\$ 80,606.73
Equity	
Common A Stock	125.00
Opening Balance Equity	334,191.41
Retained Earnings	0.00
Profit for the year	12,459.39
Total Equity	\$ 346,775.80
Total Liabilities and Equity	\$ 427,382.53

2761158 Alberta Ltd.

Profit and Loss

August 2024

	Total	
	Aug. 2024	Jan - Aug., 2024 (YTD)
INCOME		
Discounts/Refunds Given	0.35	0.35
Sales	144,557.88	470,680.41
Service/Fee Income	1,770.62	3,519.60
Total Income	\$ 146,328.85	\$ 474,200.36
GROSS PROFIT	\$ 146,328.85	\$ 474,200.36
EXPENSES		
Accounting Fees	287.50	2,787.50
Advertising/Promotional	134.62	5,741.50
Auto	3,276.58	11,423.44
Bank charges	142.50	581.50
Charitable Contributions	135.00	1,343.75
Client Gifts	3,930.62	24,469.62
Computer Related Expenses	3,846.88	24,562.95
Dues and Subscriptions	21,744.16	27,087.34
Employee Benefits	29.88	1,494.61
Insurance	2,620.19	8,175.01
Interest paid	8.30	200.70
Legal and professional fees	5,957.50	6,868.75
Marketing	7,220.77	12,292.59
Marketing Leads	2,235.29	33,385.41
Meals and entertainment	3,120.88	44,115.50
Office Expenses	10.58	8,564.51
Office/General Administrative Expenses	3,809.94	24,478.39
Other Miscellaneous Service Cost	150.00	9,237.56
Repair and maintenance		15,717.06
Shipping, Freight, and Delivery		1,690.50
Signage Expense	622.50	5,912.50
Staging Costs	4,523.49	29,075.86
Sub Contract Fees	6,673.98	49,473.70
Supplies	1,063.56	10,373.61
Training	334.20	1,189.50
Travel	5,251.85	60,959.96
Travel Lodging	9,369.80	38,199.03
Utilities	514.32	2,338.61
Total Expenses	\$ 87,014.89	\$ 461,740.96
PROFIT	\$ 59,313.96	\$ 12,459.40

Included in your monthly package is going to be a set of analytics.

This is going to be in the form of a shared google sheets file that will have inputs for yourself such as goals and marketing metric inputs and I will update the financial part and it will self generate a set of analytics that will assist you in running your real estate business.

A sample is included.

We would like to tailor these analytics to what means most to you so speak up and let me know what you want to see each month.

Examples but not limited to:

Profitability

Cash Flow

Expenses

Month over Month Comparables

Sales goals

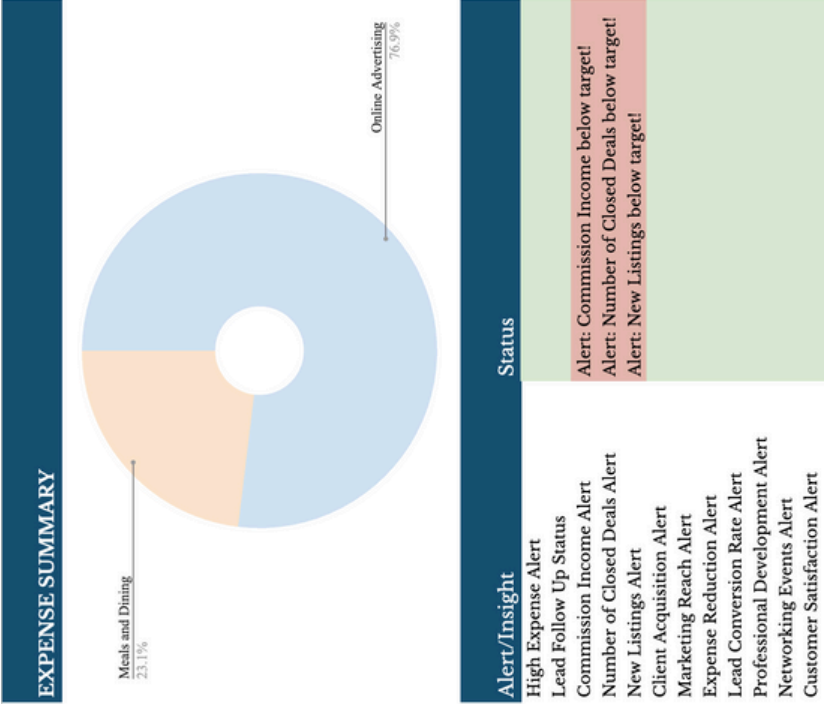
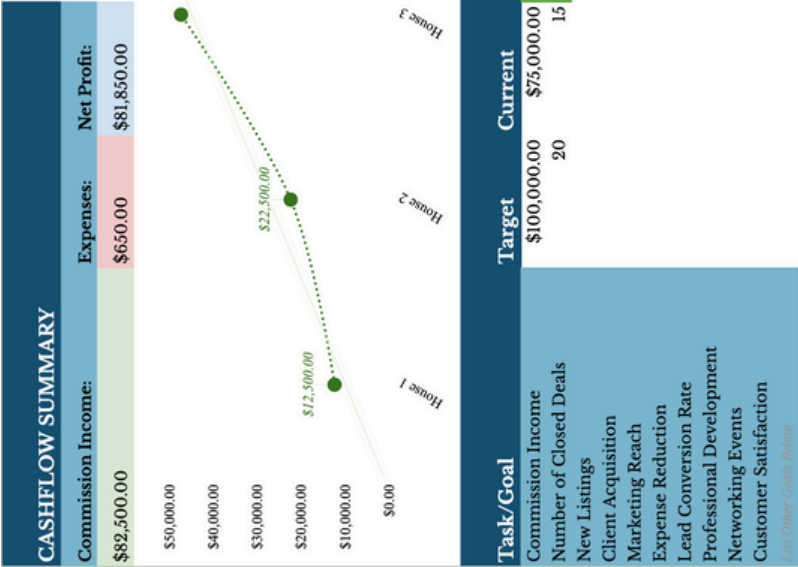
Marketing Goals

For Realtors

Marketing Conversions

Lead Conversion

Please email me and let them know which metrics you would like to see each month and I will tailor your analytics report.



Task/Goal	Target	Current	Progress (%)
Commission Income	\$100,000.00	\$75,000.00	75%
Number of Closed Deals	20	15	75%
New Listings			
Client Acquisition			
Marketing Reach			
Expense Reduction			
Lead Conversion Rate			
Professional Development			
Networking Events			
Customer Satisfaction			

Alert/Insight	Status
High Expense Alert	
Lead Follow Up Status	
Commission Income Alert	Alert: Commission Income below target!
Number of Closed Deals Alert	Alert: Number of Closed Deals below target!
New Listings Alert	Alert: New Listings below target!
Client Acquisition Alert	
Marketing Reach Alert	
Expense Reduction Alert	
Lead Conversion Rate Alert	
Professional Development Alert	
Networking Events Alert	
Customer Satisfaction Alert	



Goal	Target Amount or Number	Current Amount or Number	Status
Commission Income	\$100,000.00	\$75,000.00	In Progress
Number of Closed Deals	20	15	
New Listings			
Client Acquisition			
Marketing Reach			
Expense Reduction			
Lead Conversion Rate			
Professional Development			
Networking Events			
Customer Satisfaction			
List Other Goals Below			

Date	Property Address	Sale Price	Commission Rate	Commission Earned
2024-08-01	House 1	\$500,000.00	2.5%	\$12,500.00
2024-08-15	House 2	\$750,000.00	3.0%	\$22,500.00
2024-09-04	House 3	\$1,400,000.00	2.5%	\$47,500.00

Date	Description	Category	Amount
2024-08-02	Online Advertising	Online Advertising	\$500.00
2024-08-10	Client Dinner	Meals and Dining	\$150.00

Property Address	Client Name	Transaction Type	Status	Expected Close Date
House 1	John Doe	Sell	Under Contract	2024-08-01
House 2	Jane Smith	Lease	Closed	2024-09-15

Cash Flow Summary	Commission Income:	\$82,500.00	Expense Summary	Category	Total
	Expenses:	\$650.00		Online Advertising	\$500.00
	Net Profit:	\$81,850.00		Meals and Dining	\$150.00

Transaction Status	Status	Count	Transaction Summary	Transaction Type	Count	Goal Tracking	Task/Goal	Target
	Active	0		Buy	0		Lead Follow-Up Calls	100
	Under Contract	1		Sell	1		Open House Preparations	10
	Pending	0		Lease	1		Client Meetings	15
	Closed	1		Rent	0		Commission Income Goal	50000
	Cancelled	0					New Listings Goal	5
	Withdrawn	0						



Accounting For Realtors
1200 6 Street Southwest
Calgary, AB, Canada

SERVICE AGREEMENT

(The "Agreement") is dated this _____ day of _____, _____.

CLIENT Full name _____

Address _____

SERVICES PROVIDED TERM OF AGREEMENT PERFORMANCE

Monthly bookkeeping

Monthly expenditure statement (monthly spending report)

Quarterly tax liability update

Daily access to 20 plus years experienced real estate accountant for tax support regarding ongoing real estate transactions

The services will also include any other tasks which the Parties may agree on.

The term of this Agreement will begin on the date of this Agreement and will remain in full force and effect until the contract ends in either a 3 month or 1 year term.

Select Term:

(3 month term)The Contractor will charge the Client for the Services at the rate of \$350.00 per month.

(1 year term) The Contractor will charge the Client for the Services at the rate of \$300.00 per month.

Accounting For Realtors will direct bill out of the clients credit or debit account on the 1st of the month. The client will provide direct deposit information to Accounting For Realtors for payment services.

Confidential information refers to any data or information relating to the Client, whether business or personal, which would reasonably be considered to be private or proprietary to the Client.

The Company agrees that they will not disclose, divulge, reveal, report or use, for any purpose, any Confidential Information which the Accounting For Realtors has obtained, except as authorized by the Client or as required by law.

The obligations of confidentiality will apply during the Term and will survive indefinitely upon termination of this Agreement.

All written and oral information and material disclosed or provided by the Client to the Accounting For Realtors.

Under this Agreement is Confidential Information regardless of whether it was provided before or after the date of this Agreement.

All notices, requests, demands or other communications required or permitted by the terms of this Agreement will be given in writing and delivered to the Parties at the following addresses:

Full name _____ Address _____
Email _____ Signature _____

Accounting For Realtors #1009, 1200 6 Street Southwest, Calgary, AB, Canada

Signature _____

Service Agreement

Parties have duly affixed their signatures under hand and seal on this.

Thereby authorize Accounting for Realtors to charge my credit card as follows:

\$_____ One Time Charge

\$_____ Monthly Fee

Card Type: _____ Visa _____ Mastercard _____ AMEX

Card Number: _____

Expiration Date: _____ CVV: _____

Name: _____

Billing Address: _____

City, Province: _____

Postal Code: _____

Signature: _____ Date: _____