

04/18/18

Rental Marketplace, LLC
Profit and Loss Standard
January through December 2017

	Jan - Dec '17
Income	
Rental Income	5,393.71
Total Income	5,393.71
Expense	
General & Administrative	
Accounting	5,379.99
Consultants & Outside Provi...	24,500.00
Insurance Expense	16,169.99
Legal Fees	
Business Licenses and Per...	2,240.64
Legal Fees - Other	1,125.00
Total Legal Fees	3,365.64
Miscellaneous	121.82
Office Rent Expense	781.12
Public Relations	9,084.00
Supplies	3,703.67
Telephone & Internet	4,798.24
Travel & Enter.	
Automobile Expense	4,989.74
Meals and Entertainment	3,547.07
Travel & Enter. - Other	15,472.44
Total Travel & Enter.	24,009.25
Web Hosting & Backup	13,763.65
Total General & Administrative	105,677.37
Marketing	
Digital Media	625.00
General Media	11,865.00
Retail Sales & Marketing	281.00
Marketing - Other	166,636.61
Total Marketing	179,407.61
Bank Service Charges	710.49
Equipment Rental	4,098.32
Personnel Cost	
Marketing Team	5,740.00
Technology	
Mobile App Development	1,500.00
Technology - Other	50,589.86
Total Technology	52,089.86

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	<u>Jan - Dec '17</u>
Total Personnel Cost	57,829.86
Postage and Delivery	702.47
Repairs and Maintenance	<u>937.29</u>
Total Expense	<u>349,363.41</u>
Net Income	<u><u>-343,969.70</u></u>