**Expense and Alternative Expense Exercise – REALTORS®**

The purpose of this exercise is to have you list your current expenses and challenge you to think of an alternative or lower cost expense.

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| Expense | Alternative Expense |
| Business Travel | Virtual conferences |
| Office rent and utilities | Co-working space, sub-leasing |
| Marketing and Advertising expenses   * Lead Generation * Digital Advertising * Marketing | Active vs passive  Build Organic Traffic - blogs, tips resources  Automation |
| Subscriptions - Multiple Listing (MLS), Local Board of Realtors® |  |
| Continuing Education |  |
| Memberships - local and national |  |
| Cell Phone/Internet |  |
| Supplies |  |
| Computer Hardware |  |
| Client Meetings/Lunches |  |
| Client Closing Gifts |  |
| Marketing - website - web hosting and domain, business cards, letter/stationery & envelopes, signage, advertising, brochures, flyers, mailers |  |
| Lockboxes |  |
| E&O insurance |  |
| Brand Costs - electronic agent consortium fee, new agent app fee, yearly accounting fee, orientation binder, badge |  |
|  |  |
| Photocopy - black/white; color |  |
| Phone/fax/scanner |  |
| Electronic admin support - DocuSign |  |
| Auto expenses - car maintenance, gas, |  |
| Postage, Admin Supplies |  |
| Electronics - Laptop, smartphone, tablet |  |
| Retirement |  |
| Taxes |  |
| Brokerage Fees |  |
| Dry cleaning |  |
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