

	ACTUAL	PF%	PF\$	THE BLEED	THE FIX
Top Line Revenue					
Material & Subs					
Real Revenue		100%			
Profit					
Owner's Pay					
Tax					
Operating Expenses					

Figure 3: Profit First Assessment Form

	A	B	C	D	E	F
Real Revenue Range	\$0 – \$250K	\$250K – \$500K	\$500K – \$1M	\$1M – \$5M	\$5M – \$10M	\$10M – \$50M
Real Revenue	100%	100%	100%	100%	100%	100%
Profit	5%	10%	15%	10%	15%	20%
Owner's Pay	50%	35%	20%	10%	5%	0%
Tax	15%	15%	15%	15%	15%	15%
Operating Expenses	30%	40%	50%	65%	65%	65%

Figure 4: Target Allocation Percentages (TAPs)