

Reasonable Compensation Questionnaire

To help us build your Reasonable Compensation profile, tell us a little more about yourself and your business:

Which Management Description fits you best?

Chief Executive Officer (CEO): Plan, direct, or coordinate activities designed to create or maintain a favorable public image or raise issue awareness for their organization or client; or if engaged in fundraising, plan, direct, or coordinate activities to solicit and maintain funds for special projects or nonprofit organizations.

General and Operations Manager (GM): Plan, direct, or coordinate the operations of public or private sector organizations. Duties and responsibilities include formulating policies, managing daily operations, and planning the use of materials and human resources, but are too diverse and general in nature to be classified in any one functional area of management or administration, such as personnel, purchasing, or administrative services.

State your business is located?

Closest Metro Area to your business?

How Many Employees?

Adjusted Gross Profit: AGP is gross revenue less the direct cost of producing this income. The direct cost of producing income is all expenses that have a one to one relationship to producing income. This concept is like but not identical to gross profit.*

Rate Your Businesses Performance vs. Peers:

Poor
Below Average
Average
Above Average
Very Good

Your Experience and/or Proficiency level:
(as a CEO or GM)

Low
Below Average
Average
Above Average
High

How many hours do you work per week on average?

*By way of example:

1) Retail business, revenue of \$28,000,000, cost of products sold \$12,600,000. Adjusted gross profit is \$15,400,000 (\$28,000,000-\$12,600,000).

2) Construction business, revenue of \$35,000,000, material cost to produce said revenue \$12,000,000, labor to produce revenue \$14,000,000, equipment rental specific to construction jobs generating revenue \$1,000,000, equipment rental for administration expenses \$250,000. Adjusted gross profit is \$8,000,000 (\$35,000,000-\$12,000,000-\$14,000,000-\$1,000,000). The equipment rental that is used for administrative is not included as there is not a one to one relationship between revenue and this equipment rent.

3) Real estate sales, revenue \$30,000,000, commissions paid to agents \$25,000,000. Adjusted gross profit is \$5,000,000 (30,000,000-\$25,000,000).