



RETURN ON INVESTMENT FOR GUANYA CHIROPRACTIC WORKING WITH PERFORMANCE BUSINESS DESIGN

YOUR REVENUES	<i>Benefit</i>	\$ 30,000	\$45,000	\$75,000	\$100,000	\$150,000	\$200,000	\$300,000	\$500,000
Revenue increase from implementing these PBD strategies:									
Your Mission Statements are Impressive	2%	\$600	\$900	\$1,500	\$2,000	\$3,000	\$4,000	\$6,000	\$10,000
You Have a Website Campaign	7%	\$2,100	3,150	5,250	7,000	10,500	14,000	21,000	35,000
You Launch Sales Campaigns	5%	\$1,500	2,250	3,750	5,000	7,500	10,000	15,000	25,000
PRO-FORMA REVENUES		<u>34,200</u>	<u>51,300</u>	<u>85,500</u>	<u>114,000</u>	<u>171,000</u>	<u>228,000</u>	<u>342,000</u>	<u>570,000</u>
YOUR COSTS	50%	15,000	\$22,500	\$37,500	\$50,000	\$75,000	\$100,000	\$150,000	\$250,000
Cost (decrease) from implementing these PBD strategies:									
Your Mission Statements are Impressive	0%		-	-	-	-	-	-	-
You Have a Website Campaign	0%		-	-	-	-	-	-	-
You Launch Sales Campaigns	0%	-	-	-	-	-	-	-	-
PRO-FORMA COSTS		15,000	22,500	37,500	50,000	75,000	100,000	150,000	250,000
PRO-FORMA PROFIT		<u>19,200</u>	<u>\$28,800</u>	<u>\$48,000</u>	<u>\$64,000</u>	<u>\$96,000</u>	<u>\$128,000</u>	<u>\$192,000</u>	<u>\$320,000</u>
Original Profit		15,000	22,500	37,500	50,000	75,000	100,000	150,000	250,000
Benefit from working with PBD		4,200	<u>\$6,300</u>	<u>\$10,500</u>	<u>\$14,000</u>	<u>\$21,000</u>	<u>\$28,000</u>	<u>\$42,000</u>	<u>\$70,000</u>
Performance Business Design Fees:									
Your Mission Statements are Impressive		1230	1,230	1,230	1,230	1,230	1,230	1,230	1,230
You Have a Website Campaign		410	410	410	410	410	410	410	410
You Launch Sales Campaigns		<u>960</u>	<u>960</u>	<u>960</u>	<u>960</u>	<u>960</u>	<u>960</u>	<u>960</u>	<u>960</u>
Total Fees to PBD		2,600	2,600	2,600	2,600	2,600	2,600	2,600	2,600
Your 2-Year Return on Investment		<u>62%</u>	<u>71%</u>	<u>152%</u>	<u>219%</u>	<u>354%</u>	<u>488%</u>	<u>758%</u>	<u>1296%</u>

NOTES:

"PBD" represent Performance Business Design

Prices are subject to change. A formal quote will be made only by presentation.

All numbers shown above are estimates and cannot be guaranteed.