



# WIN THE REAL ESTATE GAME WITH THESE NINE TIPS

Real estate agents and realtors choose their career for a number of reasons, from loving being part of other peoples' milestone moments to enjoying being their own boss. But it's a lot of hard work, too, so make sure your efforts are paying off by attending to liquidity, profits, and, of course, sales.



# LIQUIDITY

**Even in real estate, with relatively low overhead costs compared to other businesses, you will still have times you need to be sure you can meet your obligations, from tax season to insurance premiums. Here are three ways to ensure you've got the cash on hand when you need it:**

Keep your taxes in mind and make sure you are setting aside money for tax season. Paying taxes quarterly can help you stay organized and on top of things.

Assess your assets. Are any of them unnecessary or unproductive? Consider selling them if they aren't bringing value to your business.

Prepare yearly forecasts that show cash flow levels at various points in time. Consider updating these reports monthly to prepare for potential cash shortfalls that may happen in the future.





# PROFITS

**You want to ensure that the work you put into helping your clients buy and sell houses pays off. Here are some tips to keep costs low and profits high:**

Generate accurate financial reports on a timely basis—within 40 days of the end of the financial period. This makes the data the most useful to making good decisions, which are the backbone of good management decisions.

Team up with an accountant who knows the real estate business and sit down for an annual review of your financial statements and get advice.

Monitor small expenses, like office supplies. It can be easy to ignore them when there are larger expenses to worry about, but these small things add up fast.





# SALES

**Sales are the backbone of your business. Improve yours with these tips:**

Invest in a quality website with good photographs. From portfolios to testimonials to branding, websites are key to visibility and client connection.

Keep in touch with your clients even after the deal is done. Sending holiday cards or hosting annual cookouts are a great way to let them know that they're important to you, and to keep you top of mind next time they or someone they know needs an agent.

Work together with other local organizations like the Chamber of Commerce to spread your visibility in the community and to generate leads.

Of course, having the right accountant who understands how real estate businesses operate is key to your success. Your accountant can help you streamline your operations and ensure that you are making decisions based on the right financial data. Call Lescault & Walderman, Inc. today to make sure that you have experts in real estate accounting on your team.



# 1 SCHEDULE A CALL

Your time is valuable, and we don't want to waste it. Let's schedule a discovery meeting so we can discuss your needs and confirm there's a fit.

# 2 RECEIVE COMPLIMENTARY REVIEW

After you send us the requested accounting statements, we'll perform a complete review of your true financial condition.

# 3 REVIEW RECOMMENDATIONS

Working from our review, we'll provide clear and actionable recommendations for improvement related to your particular processes, software, and systems.

# 4 ENGAGE US AS YOUR OUTSOURCED ACCOUNTING SOLUTION

If you approve of our recommendations, you'll sign an engagement letter and we'll draft a scope of work to accomplish our recommended improvements.

  
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