

The 4 Key Numbers to Know



Box Owners

 CASH IS KING UNIVERSITY

The 4 Key Numbers



Real Revenue

- Different than “Total Revenue”
- Makes all businesses comparable



Owner's Pay

- Take home pay
- The cost of your lifestyle



Profit

- What comes back to you because you are the owner of the business
- Also known as “Return on Investment”



Tax

- This can be minimized
- The business generates the burden of the tax so it should be the one that pays the tax
- You shouldn't have to pay the tax out of your lifestyle money.

**NOTICE: Expenses is NOT one of the
4 key numbers**



NOTICE