

Account name	Category	Quickbooks Account Type	Quickbooks Detail Type	Benchmarking Survey Category
Business Checking	Assets	Bank	Checking	
Business Savings	Assets	Bank	Savings	
Custodian Payment Account	Assets	Other Current Assets	Other Current Assets	
Electronic Payments In Transit	Assets	Other Current Assets	Other Current Assets	
Computers/Hardware	Assets	Fixed Assets	Fixed Asset Computers	Technology cost
Other Office Technology	Assets	Fixed Assets	Fixed Asset Computers	Technology cost
Business Credit Card	Liabilities	Credit Card	Credit Card	
Payroll Tax Liability	Liabilities	Other Current Liabilities	Payroll Tax Payable	
Owner/Partner's Contributions	Equity	Equity	Partner Contributions	
Owner/Partner's Withdrawals	Equity	Equity	Partner Distributions	
Retained Earnings	Equity	Equity	Retained Earnings	
Investment Advisory/Wealth Management Fees	Income	Income	Service/Fee Income	Investment Advisory and/or Wealth Management Fees
Investment Management Fees	Income	Income	Service/Fee Income	Investment Management Fees
Ongoing Retainer Fees	Income	Income	Service/Fee Income	Planning or Retainer Fees
One-Time Planning Fees	Income	Income	Service/Fee Income	Planning or Retainer Fees
Security Commissions - Current	Income	Income	Sales of Product Income	Security Commissions - Current
Security Commissions - Trails	Income	Income	Sales of Product Income	Security Commissions - Trails
Insurance Commissions	Income	Income	Sales of Product Income	Insurance Commissions
Insurance Renewals	Income	Income	Sales of Product Income	Insurance Renewals
Other Income	Income	Income	Service/Fee Income	Other Fees
Speaking/Presenting Fees	Income	Income	Service/Fee Income	Other Fees
Newsletter Subscriptions	Income	Income	Service/Fee Income	Other Fees
Advisor Compensation (Owner)	Expense	Cost of Goods Sold	Cost of labor - COS	Owners - Advisors
Advisor Compensation (Non-Owner)	Expense	Cost of Goods Sold	Cost of labor - COS	Non-Owners - Advisors
Advisor Bonus (Owner)	Expense	Cost of Goods Sold	Cost of labor - COS	Owners - Advisors
Advisor Bonus (Non-Owner)	Expense	Cost of Goods Sold	Cost of labor - COS	Non-Owners - Advisors
Referral Fees	Expense	Cost of Goods Sold	Other Costs of Services - COS	Referral Fees to Other Professionals/Organizations
Compensation - Administrative/Support Staff	Expense	Expenses	Payroll expenses	Compensation - Administrative/Support Staff
Payroll Taxes	Expense	Expenses	Payroll tax expenses	Payroll Taxes
Cost of Benefits	Expense	Expenses	Payroll expenses	Cost of Benefits
Training Programs	Expense	Expenses	Other Business Expenses	Training, Continuing Education, Professional Dues/Licensing
Professional Continuing Education	Expense	Expenses	Other Business Expenses	Training, Continuing Education, Professional Dues/Licensing
Professional Dues	Expense	Expenses	Dues & Subscriptions	Training, Continuing Education, Professional Dues/Licensing
Conferences	Expense	Expenses	Other Business Expenses	Training, Continuing Education, Professional Dues/Licensing
Membership Fees	Expense	Expenses	Dues & Subscriptions	Training, Continuing Education, Professional Dues/Licensing
Office Rent	Expense	Expenses	Rent or Lease of Buildings	Occupancy Cost

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Utilities (Electric, Heat, etc.)	Expense	Expenses	Utilities	Occupancy Cost
Phone	Expense	Expenses	Utilities	Occupancy Cost
Internet	Expense	Expenses	Utilities	Occupancy Cost
Software	Expense	Expenses	Other Business Expenses	Technology Cost
Accounting Services	Expense	Expenses	Legal & Professional Fees	Professional Services
Compliance Services	Expense	Expenses	Legal & Professional Fees	Professional Services
Consulting Services	Expense	Expenses	Legal & Professional Fees	Professional Services
Legal Services	Expense	Expenses	Legal & Professional Fees	Professional Services
Website Design & Development	Expense	Expenses	Advertising/promotional	Marketing and Business Development
Website Hosting	Expense	Expenses	Advertising/promotional	Marketing and Business Development
Paid Advertisement	Expense	Expenses	Advertising/promotional	Marketing and Business Development
Other Marketing Costs	Expense	Expenses	Advertising/promotional	Marketing and Business Development
Office Supplies	Expense	Expenses	Office/general administrative expenses	Office Expenses
Printing	Expense	Expenses	Office/general administrative expenses	Office Expenses
Client Gifts	Expense	Expenses	Office/general administrative expenses	Office Expenses
Airfare	Expense	Expenses	Travel	Travel
Rental Cars	Expense	Expenses	Travel	Travel
Hotels	Expense	Expenses	Travel	Travel
Travel Meals	Expense	Expenses	Travel meals	Travel
Travel Incidentals	Expense	Expenses	Travel	Travel
Errors & Omissions Insurance	Expense	Expenses	Insurance	Insurance
General Liability Insurance	Expense	Expenses	Insurance	Insurance
Meals With Clients	Expense	Expenses	Promotional meals	Other Expenses
Meals With Employees	Expense	Expenses	Entertainment meals	Other Expenses
Business Entertainment	Expense	Expenses	Entertainment	Other Expenses
Sales Tax	Expense	Expenses	Taxes paid	Other Expenses
Business Income Tax	Expense	Expenses	Taxes paid	Other Expenses
Business Property Tax	Expense	Expenses	Taxes paid	Other Expenses
Other Taxes	Expense	Expenses	Taxes paid	Other Expenses
Bank/Credit Card Fees	Expense	Expenses	Bank charges	Other Expenses
Merchant Account/Payment Processing Fees	Expense	Expenses	Bank charges	Other Expenses
Licensing and Registration Fees	Expense	Expenses	Other Business Expenses	Other Expenses
Other Expenses	Expense	Expenses	Other Business Expenses	Other Expenses