

Johnson & Alday

[Law Firm Name]

2024 GOALS		Q1				Q2				Q3				Q4				
NAME	GOAL (\$ or #)	QUARTERLY ACTUALS (\$ or #)	Q1 ACTUALS BROKEN DOWN BY MONTH			QUARTERLY GOALS (\$ or #)	Q2 GOALS BROKEN DOWN BY MONTH			QUARTERLY GOALS (\$ or #)	Q3 GOALS BROKEN DOWN BY MONTH			QUARTERLY GOAL (\$ or #)	Q4 GOALS BROKEN DOWN BY MONTH			
			JANUARY	FEBRUARY	MARCH		APRIL	MAY	JUNE		JULY	AUGUST	SEPTEMBER		OCTOBER	NOVEMBER	DECEMBER	
GOAL	REVENUE	\$2.3M	\$666,830	\$215,592	\$92,267	\$358,971	\$485,345	\$102,735	\$191,305	\$191,305	\$573,915	\$191,305	\$191,305	\$191,305	\$573,915	\$191,305	\$191,305	\$191,305
	BY PRACTICE AREA		BY PRACTICE AREA					BY PRACTICE AREA	^April Actuals				BY PRACTICE AREA					
	PERSONAL INJURY	\$1,946,500	\$584,672	\$176,115	\$73,071	\$335,487	\$394,002	\$71,392	\$161,305	\$161,305	\$483,915	\$161,305	\$161,305	\$161,305	\$483,915	\$161,305	\$161,305	\$161,305
	WORKERS COMP	\$353,500	\$82,158	\$39,478	\$19,196	\$23,484	\$91,343	\$31,343	\$30,000	\$30,000	\$90,000	\$30,000	\$30,000	\$30,000	\$90,000	\$30,000	\$30,000	\$30,000
GOAL	CASES OPENED (PI)	161	26	8	6	12	45	15	15	15	45	15	15	15	45	15	15	15
GOAL	CASES OPENED (WC)	103	18	6	7	5	31	13	9	9	27	9	9	9	27	9	9	9

NOTES

- GOAL IS 20% INCREASE IN PI CASES OPENED FROM 2023
- 9 PER MONTH PER WC WAS DECIDED AS REASONABLE
- REVENUE TO DATE: \$769,565
- THEY THINK THEY CAN CONSERVATIVELY CLOSE 50 PI CASES THE REMAINDER OF THIS YEAR. LAST YEARS AVERAGE REVENUE PER PI CASE WAS \$11,159, IF THAT HOLDS, THEN THEY WILL PRODUCE AN ADDITIONAL \$558K THIS YEAR, WHICH PUTS THEM AT \$1.3M.
- THEN, IF THEY AVERAGE 25K A MONTH IN WC BETWEEN HERE AND THE END OF THE YEAR, THAT'S \$200K, WHICH MEANS THEY WILL EASILY HIT \$1.5M.
- THIS WAS HELPFUL FOR THEM TO SEE THAT IT IS POSSIBLE TO GET TO \$2.3 GOAL.

