

JULY - SEPTEMBER GOALS

| GOAL NAME | GOAL (\$ or #) | GOALS BROKEN DOWN BY MONTH | | |
|-----------|----------------|----------------------------|-----------|-----------|
| | | JULY | AUGUST | SEPTEMBER |
| REVENUE | \$405,000 | \$135,000 | \$135,000 | \$135,000 |

BY PRACTICE AREA

| | | | | |
|-------|----------|----------|----------|----------|
| EB \$ | \$44,550 | \$13,500 | \$14,850 | \$16,200 |
| EB % | - | 10% | 11% | 12% |

| | | | | |
|--------------|----|---|---|---|
| EB NEW CASES | 10 | 3 | 3 | 4 |
|--------------|----|---|---|---|

| | | | | |
|-----------------|---|-----|-----|-----|
| CONVERSION RATE | - | 30% | 35% | 40% |
|-----------------|---|-----|-----|-----|

NOTES

- EOIR is 35% of total revenue or 2024
- USCIS is 49% of revenue for 2024 , with EB being 9% of total revenue for 2024
- 2024 will end @ \$1.5M Assuming June hits \$125,000 and above goals for 2024 are hit as well
- \$131,898 is the DoS from March - May
- \$1,516 is the average DoS fee per case
- EB new cases is calculated by taking 67% of EB revenue goal and dividing it by \$3,000 (current average DoS)

ROCKS

- 1 **Train Ben to be qualified support leadership + HR** - Soulmaz
- 2 **Hiring strong paralegal w/ experience in EB + Family** - Narina
- 3 **Train Narina in auditing, creating + executing development plans, and 30/60/90's as a manager** - Soulmaz
- 4 **Host team retreat** - Narina
- 5 **Purchase building** - Soulmaz
- 6 **Train + implement new meeting model** - Narina
- 7 **8 weekly marketing campaigns completed without Soulmaz directing** - Terry

OTHER IMPORTANT INITIATIVES

Taghavi Immigration Law

| JULY 2024 - JUNE 2025 GOALS | | JULY - SEPTEMBER | | | | OCTOBER - DECEMBER | | | | JANUARY - MARCH | | | | APRIL - JUNE | | | | |
|-----------------------------|--|------------------|---------------------------|----------------------------|-----------|--------------------|---------------------------|----------------------------|-----------|-----------------|---------------------------|----------------------------|-----------|--------------|---------------------------|----------------------------|-----------|-----------|
| GOAL | NAME | GOAL (\$ or #) | QUARTERLY GOALS (\$ or #) | GOALS BROKEN DOWN BY MONTH | | | QUARTERLY GOALS (\$ or #) | GOALS BROKEN DOWN BY MONTH | | | QUARTERLY GOALS (\$ or #) | GOALS BROKEN DOWN BY MONTH | | | QUARTERLY GOALS (\$ or #) | GOALS BROKEN DOWN BY MONTH | | |
| | | | | JULY | AUGUST | SEPTEMBER | | OCTOBER | NOVEMBER | DECEMBER | | JANUARY | FEBRUARY | MARCH | | APRIL | MAY | JUNE |
| | REVENUE | \$1,845,000 | \$405,000 | \$135,000 | \$135,000 | \$135,000 | \$450,000 | \$150,000 | \$150,000 | \$150,000 | \$450,000 | \$150,000 | \$150,000 | \$150,000 | \$540,000 | \$180,000 | \$180,000 | \$180,000 |
| | BY PRACTICE AREA | | | | | | | | | | | | | | | | | |
| | EB \$ | \$292,050 | \$44,550 | \$13,500 | \$14,850 | \$16,200 | \$63,000 | \$19,500 | \$21,000 | \$22,500 | \$76,500 | \$24,000 | \$25,500 | \$27,000 | \$108,000 | \$34,200 | \$36,000 | \$37,800 |
| | EB % | | | 10% | 11% | 12% | | 13% | 14% | 15% | | 16% | 17% | 18% | | 19% | 20% | 21% |
| | EB NEW CASES | 66 | 10 | 3 | 3 | 4 | 14 | 4 | 5 | 5 | 17 | 5 | 6 | 6 | 25 | 8 | 8 | 9 |
| | CONVERSION RATE (CONTRACTS SENT TO HIRE) | | | 30% | 35% | 40% | | | | | | | | | | | | |

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