

Cash Flow & Profit Planner for Private Practices

Designed for U.S. mental health professionals who want steady, predictable cash

Profit without cash is a stress trap. Use this planner to track money in and out, set tax reserves, and spot problems early — month by month.

Track monthly income (cash basis)

- ☐ Record what actually hit your bank this month: client sessions, insurance reimbursements, consulting/speaking.
- ☐ Separate business deposits from personal transfers.

Categorize monthly expenses

- ☐ Fixed: rent, EHR/software, malpractice, phone/Internet, payroll.
- ☐ Variable: continuing education, marketing, travel, supplies.
- ☐ Owner draws: personal withdrawals — track separately from expenses.

Calculate profit and set aside taxes

- ☐ Profit = Income – Expenses.
- ☐ Move 25–30% of profit to a separate tax account monthly; bump to 30–35% if your income or state taxes run higher.
- ☐ Log quarterly estimated payments so your reserve stays accurate.

Project the next 90–180 days

- ☐ Use a rolling 3–6 month average to forecast income and spot lean months.
- ☐ Note seasonal shifts (holidays, summer) and build short-term buffers.

Watch practice health indicators

- ☐ Track profit margin, effective hourly rate (net income ÷ client hours), and utilization (kept sessions ÷ scheduled).
- ☐ Flag subscriptions or services that don't move revenue or compliance.

Close the month in 20 minutes

- ☐ Reconcile bank/credit cards.
- ☐ Update your tracker and tax reserve.
- ☐ List one pricing, expense, or scheduling tweak for next month.

Common mistakes to avoid

- ☐ Treating owner draws as expenses (they're not).
- ☐ Waiting until quarter-end to look at cash — small leaks turn into big holes.
- ☐ Forgetting to adjust tax reserves after a fee increase or panel change.

Designed for mental health professionals

- Therapists in private practice
- Psychologists

- Licensed clinical social workers
- Professional counselors
- Marriage and family therapists
- Group practices

Final reminder

Cash flow tells the real story of your practice — not just what you earn, but what you keep. Reviewing it monthly keeps surprises off your plate and helps you plan with confidence all year long.

Questions? We work with therapists nationwide to create simple, profitable systems that make cash flow management easy and sustainable.

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