Platform vs direct

Your own intermediary, with the annual number written down — not the percentage.

THE CONCEPT Take rate — The share an intermediary keeps of every transaction it stands between.

Read the lesson: pmhnpmba.com/fellowship/take-rate

COMPOSITE · 80 BOOKED · ONE MONTH

A CUT IS NOT A DEPARTMENT

ALLOWED	150
THEY PAY YOU	105
THEY KEEP	45
BOOKED	80
SHOWED · PAID	68
68 × 105	7,140
68 × 45	3,060

The worked composite from the lesson. Yours goes in the blanks.

THE INTERMEDIARY

Who
Platform, agency, directory, billing service ______

Their cut, however it is expressed
Percentage, per visit, flat — write it as they say it ______

Visits through them, last year ______

THROUGH THEM

Collected through them, last year		$
THEIR TAKE, IN DOLLARS	–	$
What landed	=	$

THE SAME VOLUME, DIRECT

What you would have collected Your own rate, not theirs		$
Marketing, a year	–	$
Billing or RCM, a year	–	$
Admin hours a month × your real hourly × 12	–	$
Directory, listings, site	–	$
Direct, net	=	$
THE DIFFERENCE	=	$

The percentage was never the question. The question is whether the difference buys the department — and until both columns are filled in, nobody can answer it, including the person quoting the percentage at you.

THE MONDAY RULE

Your real rate. Your real show rate. Last month's completed visits. Allowed, minus what they pay you, times completed — that is the take, in dollars, this month. Then write, in dollars, what it bought. If the word "marketing" shows up in that list, cross it out and write "listing." Then read the exit clause. Out loud.