

## PADGETT REALITY CHECK

**Sample of 20 businesses, PIC# 5252 : Hardware - Retail**  
**All income levels. Average Annual Income \$634,742**  
**For the 2nd Month**

	<b>Your Company</b>	<b>%</b>	<b>Industry Average</b>	<b>%</b>
Income			88,780	100.0
Cost of Goods Sold			59,651	67.2
Gross Profit			29,129	32.8
Expenses				
Advertising			906	1.0
Depreciation			426	0.5
Insurance			1,598	1.8
Interest			1,216	1.4
Other Expenses			4,536	5.1
Outside Labor			515	0.6
Payroll			14,498	16.3
Rent			3,178	3.6
Repairs & Maintenance			497	0.6
Supplies			479	0.5
Taxes & Licenses			586	0.7
Utilities			1,376	1.6
Total Expenses			29,811	33.6
Income from Operations			(682)	-0.8