

PADGETT REALITY CHECK

Sample of 16 businesses, PIC# 5944 : Book Dealers - Retail

All income levels. Average Annual Income \$314,093

For the 10th Month

	Your Company	%	Industry Average	%
Income			254,248	100.0
Cost of Goods Sold			144,794	57.0
Gross Profit			109,454	43.1
Expenses				
Advertising			6,687	2.6
Depreciation			1,322	0.5
Insurance			3,661	1.4
Interest			1,373	0.5
Other Expenses			28,247	11.1
Outside Labor			585	0.2
Payroll			25,450	10.0
Rent			15,280	6.0
Repairs & Maintenance			1,195	0.5
Supplies			2,263	0.9
Taxes & Licenses			1,195	0.5
Utilities			5,136	2.0
Total Expenses			92,394	36.3
Income from Operations			17,060	6.7