

**PADGETT REALITY CHECK**

**Sample of 44 businesses, PIC# 5946 : Jewelry - Retail**  
**All income levels. Average Annual Income \$279,263**  
**For the 10th Month**

|                        | <b>Your<br/>Company</b> | <b>%</b> | <b>Industry<br/>Average</b> | <b>%</b> |
|------------------------|-------------------------|----------|-----------------------------|----------|
| Income                 |                         |          | 220,190                     | 100.0    |
| Cost of Goods Sold     |                         |          | 105,757                     | 48.0     |
| Gross Profit           |                         |          | 114,433                     | 52.0     |
| Expenses               |                         |          |                             |          |
| Advertising            |                         |          | 4,800                       | 2.2      |
| Depreciation           |                         |          | 2,180                       | 1.0      |
| Insurance              |                         |          | 2,686                       | 1.2      |
| Interest               |                         |          | 2,202                       | 1.0      |
| Other Expenses         |                         |          | 22,636                      | 10.3     |
| Outside Labor          |                         |          | 4,404                       | 2.0      |
| Payroll                |                         |          | 23,692                      | 10.8     |
| Rent                   |                         |          | 15,986                      | 7.3      |
| Repairs & Maintenance  |                         |          | 1,872                       | 0.9      |
| Supplies               |                         |          | 2,796                       | 1.3      |
| Taxes & Licenses       |                         |          | 1,189                       | 0.5      |
| Utilities              |                         |          | 3,677                       | 1.7      |
| Total Expenses         |                         |          | 88,120                      | 40.0     |
| Income from Operations |                         |          | 26,313                      | 12.0     |