Annual profits continued to increase for the fourth year in a row. 2017 closed with $733k in sales and $93k in net profits. Our top 5 States in terms of profit were California ($76k), New York ($74k), Washington ($33k), Michigan ($24k), and Virginia ($18k). Our profit margins are over 20% in 35 States; however, 10 States show net losses of approximately $98k with Ohio and Colorado both showing losses of over 20%.

Sales are highest in the furniture category; however, with a margin of approximately 2.5%, the volume is not translating into higher profits. In 2018, we should reconsider our strategies in this market.

Profits are strong in both Technology and Office supplies, each with profit margins of around 17%. Technology sales account for our three most profitable categories: copiers, phones, and other accessories.

Have a lovely holiday.

-Andrea