

# QuickBooks Analysis

Year

All

Quarter

All

Month

All

YTD as of Month

Apr

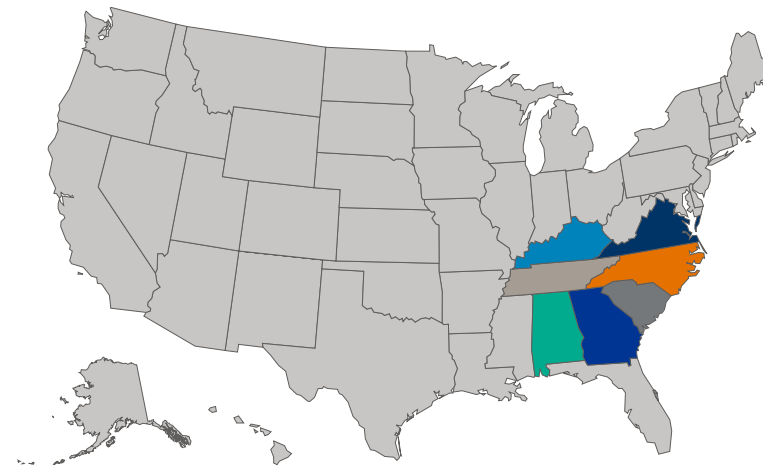
Product Name

All

Product Name

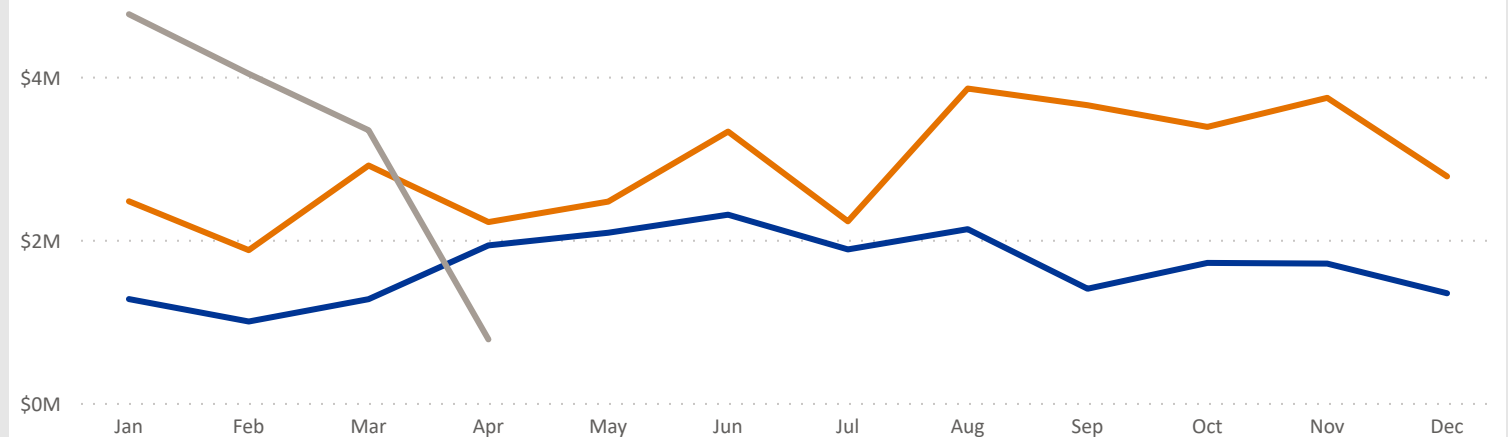
Location Name	YTD Revenue
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Revenue	36.4%
COGS	71.2%
Income	17.7%



Location Name	YTD Revenue
Atlanta	\$1,597,334
Charlotte	\$3,897,548
Columbia	\$352,401
Lexington	\$368,738
Lynchburg	\$8,846
Memphis	\$2,302,658
Nashville	\$315,000
Norfolk	(\$51,949)
Total	\$12,920,430

## Revenue by Year



# QuickBooks Analysis

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All 

Account Type		Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021	Jun 2021	Jul 2021	Aug 2021	Sep 2021	Oct 2021	Nov 2021	Dec 2021	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Jun 2022
Income		1,267,768	970,639	1,271,861	1,930,983	2,078,130	2,307,367	1,881,655	2,115,563	1,402,082	1,711,933	1,707,894	1,344,169	2,476,670	1,864,491	2,920,806	2,198,672	2,461,397	3,000,000
	Revenue -	1,267,768	970,639	1,271,861	1,930,983	2,078,130	2,307,367	1,881,655	2,115,563	1,402,082	1,711,933	1,707,894	1,344,169	2,476,670	1,864,491	2,920,806	2,198,672	2,461,397	3,000,000
	Uncoded Revenues																		
Cost of Goods Sold													1,081,883	19,254	82,145	54,343	(22,268)	80,060	
	Client Expense Write Offs												1,081,883	19,254	82,145	54,343	(22,268)	80,060	
Expense		819,085	915,597	886,142	887,584	1,165,322	1,016,354	1,627,257	1,205,327	1,188,082	1,284,169	1,438,950	1,463,207	1,530,779	1,996,862	1,616,761	2,147,675	2,143,458	2,143,458
	Accounting		27,563			54,338	18,113	18,113	18,113	18,113	18,113	18,113	18,113	18,113		37,498	19,602		
	Advertising	1,577	33,258	946	198			420,000	2,278		2,478	505	4,121	11,696	3,469				
	Cable & Internet	4,975	4,878	4,537	5,368	4,878	4,878	4,878	7,454	6,169	6,178	6,327	7,521	6,694	6,796	6,675	6,995	11,626	
	Computer Repair & IT Support	5,138	6,932	5,321	5,251	29,462	5,274	27,147	11,950	49,295	41,579	5,863	78,491	6,625	14,795	8,792	42,667	85,822	
	Consulting	3,833	28,324	29,894	35,144	29,610	30,188	35,506	28,324	28,324	34,624	28,324	28,324	43,260	347,708	103,524	196,271	322,796	
	Continuing Ed. & Conferences																		
	Digital	61,104	59,249	39,542	28,608	29,904	49,220	112,655	88,131	45,401	16,087	17,344	54,761	14,536	26,617	38,307	71,611	156,325	
	Digital Web	50,206	48,668	80,836	51,961	147,958	104,986	112,132	106,089	108,924	104,702	117,830	170,441	351,513	135,799	172,999	169,424	123,739	
	Donations				525												866	2,924	
	Equipment																11,552		
	Equipment Lease	1,946	2,178	2,158	2,249	2,290	2,299	2,563	3,206	2,664	2,865	3,053	2,695	5,465	2,844	2,837	3,171	2,900	
	Health Insurance	31,637	14,364	20,110	20,110	22,965	20,110	23,168	(3,467)	11,202	8,528	6,410	6,353	23,002	23,402	20,137	20,817	33,318	
	Insurance - Liability			7,980		7,980		7,980			7,985		7,949		8,958	12,049			
	Insurance - Property	373				488													
	Insurance - Workers Comp	5,009	488	488	488		488	488	488	488	465	465	465	4,576	466	466	466	466	
	IT Hardware																		
	IT Software	11,765	37,481	27,446	11,727	20,376	16,420	106,102	52,262	6,217	27,101	244,188	12,049	107,796	328,324	25,359	159,527	36,061	
	Legal	20,183	966	966	966	9,403	7,121	966	286	3,307	1,647	3,407	5,224	2,966	1,609		3,407	7,422	
	Licenses and permits				20,398		313				368							23,435	
	Marketing and Promotions	84,818	38,780	51,106	49,007	66,595	62,866	70,816	126,455	214,076	101,962	128,064	119,056	91,938	113,473	137,839	158,133	188,721	
	Marketing consulting	34,125	51,188	34,125	34,125	17,063	34,125	34,125	51,188	34,125	34,125	34,125	55,125	17,063	34,125	34,125	17,063		
	Meals		775	146					6,539	220	101						1,264		
	Merchandise																	13,522	
	Merchant Fees	7,360	6,729	6,479	14,155	17,027	14,363	16,677	21,502	18,557	10,783	18,824	22,581	23,930	23,809	18,267	27,162	20,665	
	Office Expense	621	255	255	1,092	571	1,916	921	255	1,840	1,341	1,581	1,370	4,048	223	310	256	1,002	
	Office Party			2,749	315	544	5,678	645	5,943	1,483	439	9,843	16,167	14,966	615	13,120	2,973	694	
	Office Supplies	14,933	4,951	9,789	7,838	4,388	32,731	7,808	14,687	13,774	86,235	16,347	19,569	16,819	27,120	13,750	13,566	17,376	
	Other Employee Benefits	3,028	770	334	(1,782)	6,346	(1,855)	1,073	920	(2,016)	4,593	14,023	22,092	10,685	5,451	(2,440)	7,438	1,236	
	Payroll service	3,839	2,250	1,960	2,421	15,283	1,867	9,076	2,262	1,956	15,824	2,454	3,407	3,819	3,405	2,150	2,907	2,614	
	Payroll Taxes	31,359	30,129	30,272	30,478	38,068	30,996	33,876	34,689	34,324	33,434	35,174	52,731	47,773	50,974	53,466	69,568	66,974	
	Postage & Freight	6,154	7,748	7,893	8,283	8,015	12,009	10,309	5,920	11,960	3,182	11,277	18,387	5,416	9,007	7,921	10,544	8,759	
	Print Ads	13,650	13,650	13,650	13,650	13,841					40,850								
	Printed Material	1,574	197	6,928	13,230		1,930	220	1,187	6,287	1,105	220	25,612	14,789	14,721	15,942	16,627	220	
	Professional dues and subsc.	4,720	3,622	6,316	8,327	5,251	22,240	23,355	11,775	11,011	21,832	12,203	34,653	10,718	10,371	16,985	13,265	7,329	
	Professional dues and subsc.sc	674																	

Year

All



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**YTD as of Apr**

Revenue	\$779,044
COGS	\$0
Income	\$779,044

Revenue	\$12,920,430
COGS	\$5,679,976
Income	\$7,240,455

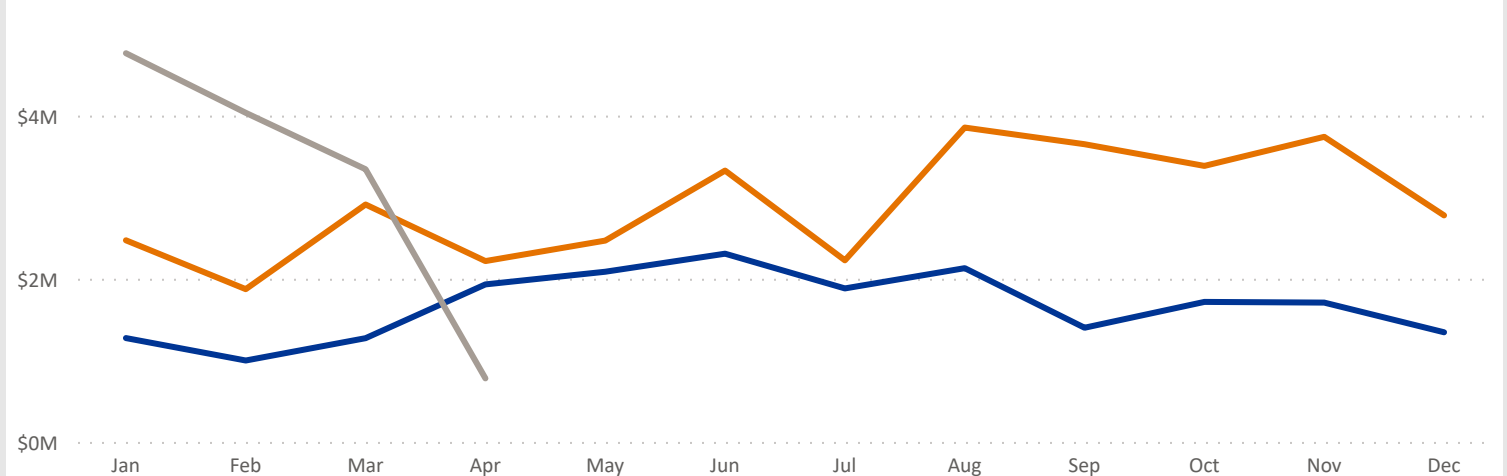
## YTD vs. LY as of Apr

Revenue	-64.9%
COGS	-100.0%
Income	-36.1%

Revenue	36.4%
COGS	71.2%
Income	17.7%

Location Name	YTD Revenue
Atlanta	\$1,597,334
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