

ReStore 2 Report – Crystal River

April Monthly Report for BOD

May 1, 2011

The monthly sales were as follows:

Week	Sales	Tax	Net Income
Week 1	\$ 1,709.76	\$ 96.21	\$ 1,613.55
Week 2	\$ 3,838.95	\$ 215.60	\$ 3,623.35
Week 3	\$ 3,616.87	\$ 201.45	\$ 3,415.42
Week 4	\$ 4,903.30	\$ 277.09	\$ 4,626.21
Week 5	\$ 8,850.48	\$ 489.82	\$ 8,360.66
Total	\$ 22,919.36	\$ 1,280.17	\$ 21,639.19
Monthly Expenses			\$ (21,419.69)
Other Income			\$ 1,383.07
Net Balance			\$ 1,602.57

Sales continued strong at the Restore 2 in Crystal River this past month. It was our highest month so far in sales. We started off slow the first couple of weeks then had a great last two weeks. We sold a 5 piece dining room set for \$3000.00 and had strong furniture, house wares and electronics sales from our showrooms. The Crystal River store averages about 140 customers per day where the Inverness store averages 105.

Our profit in Crystal River was not as strong as Inverness due to several factors. Restore 1 had \$1,500.00 more in sales or income. Restore 2 had \$4,000.00 more in payroll expenses and building and maintenance expense of \$1,600.00 to help build the offices and back rooms. If you total that up it's the difference.

We have a plan to fix this in upcoming months. Restore 1 did over \$4,200.00 in building materials and tools in April. That's just two of the departments we don't have open yet in Crystal River. We will open up the back area soon and hope to capture some of that missing revenue and income from those two departments plus increase customers once word is out and that will help us grow more profit.

We have had some local businesses donating to us in Crystal River. Flynn Builders donated some cabinets and excess building supplies. Bealls in Inverness donated several display units as well as beautiful display cases which we sold.

We also generated over \$700.00 in sales through 7 items we sold on E-Bay.

**Dave Brightman
Director of Retail Sales**