

# **ReStore Report**

## **Monthly Report for BOD**

**October 2010**

**The monthly sales for September were as follows:**

<b>Week</b>	<b>Sales</b>	<b>Tax</b>	<b>Net Income</b>
<b>Week 1</b>	<b>\$ 4699.50</b>	<b>\$ 276.53</b>	<b>\$ 4976.03</b>
<b>Week 2</b>	<b>\$ 3063.14</b>	<b>\$ 181.98</b>	<b>\$ 3245.12</b>
<b>Week 3</b>	<b>\$ 5602.85</b>	<b>\$ 329.57</b>	<b>\$ 5932.42</b>
<b>Week 4</b>	<b>\$ 3451.78</b>	<b>\$ 192.84</b>	<b>\$ 3644.62</b>
<b>Week 5</b>	<b>\$ 4220.72</b>	<b>\$ 189.25</b>	<b>\$ 4409.97</b>
<b>Total</b>	<b>\$21,037.99</b>	<b>\$ 1,770.57</b>	<b>\$21,037.99</b>
<b>Monthly Expenses</b>			<b>\$ (17,803.80)</b>
<b>Other Income</b>			<b>\$ 29.66</b>
<b>Net Balance</b>			<b>\$ 3,263.85</b>

**In September sales started to slowly pick up. Compared to last year in September our gross sales were up about \$5,000.00 or 24% which was good. Our profit was only up 15% which is a little lower than the sales increase. This is an area that we can all improve on. I've had meetings with all the staff and volunteers about keeping our expenses down. Even though payroll and building expenses are fairly even each month the increase in profit can come from controlling extra expenses and getting a little bit more for each item we sell while keeping our prices more attractive than the competitors'.**

**The experience of being able to attend the Florida State Conference in Orlando was invaluable. I was able to attend several sessions that were designed for ReStore managers. The name "ReStore" is now going nation wide with over 700 stores. This will help us with national recognition and people traveling all over the county and especially visiting Florida will know us. Habitat International is going to support us even more in the future. I made several contacts at these meetings and have many marketing ideas to help us grow. The 'Gifts In Kind' program that we have with many manufactures like Whirlpool is an area we have never taken advantage of. I have been working on a plan to hopefully have new Whirlpool appliances donated from their distribution center in Orlando to us to sell when we open our new Crystal River store. The increased exposure by having another Restore will help us grow especially on the west side of our county. There is so much more potential that we can achieve to help more families.**

**The way we can achieve this is to increase donations. Going from a 6,500 square foot building to adding an additional 10,000 square feet in a second store is a challenge that we all look forward to. This is where my focus is and that's why I am asking for your help. We need to be in the "donation" business. If we increase donations, sales will take care of themselves and as well as profits. We now are going to have the space to go after more business donations like Lowes, Home Depot and Walmart etc. I've met with Larry Gamble, a friend and manager at Walmart about this possibility. He has spoken with the district manager for this area and they would like to be involved in building a house for a family along side our wonderful volunteers.**

**You as business people, community leaders and Habitat believers make a tremendous impact in our ministry. I have had the tears in my eyes seeing the joy on the faces of families who get the keys for the first time. It's an experience I'll never forget.**

**If you belong to any civic groups , church groups, community groups etc. please see if you might be able to arrange to take me with you to a meeting so I might talk about Habitat of Citrus County and especially our - ReStores - and how they can help us grow through increasing our donation base. I won't take up much time but we need more exposure. There are all types of ideas - ie: church's could have furniture drives etc. We all have relatives, neighbors, friends who might have things we can sell. Call me with anything we can pick up anytime. I get calls all the time with items from you personally; we thank you very much this helps eliminate thousands of pounds of waste in our landfill. It all helps us stay "greener" by recycling items.**

**I know this is longer than the usual monthly letter but I really wanted to express how much I love working at Habitat and how much I want us all to help more families and make an even bigger difference in our community.**

**Thank you in advance.**

**Dave Brightman  
Director of Retail Sales**



