

# **ReStore 2 Report – Crystal River**

## **February Monthly Report for BOD**

**March 1, 2011**

**The monthly sales were as follows:**

<b>Week</b>	<b>Sales</b>	<b>Tax</b>	<b>Net Income</b>
<b>Week 1</b>	<b>\$ 6,529.69</b>	<b>\$ 364.59</b>	<b>\$ 6,165.10</b>
<b>Week 2</b>	<b>\$ 4,031.84</b>	<b>\$ 225.95</b>	<b>\$ 3,805.89</b>
<b>Week 3</b>	<b>\$ 5,273.16</b>	<b>\$ 276.72</b>	<b>\$ 4,996.44</b>
<b>Week 4</b>	<b>\$ 3,393.32</b>	<b>\$ 190.38</b>	<b>\$ 3,202.94</b>
<b>Week 5</b>	<b>\$ 982.94</b>	<b>\$ 27.34</b>	<b>\$ 955.60</b>
<b>Total</b>	<b>\$20,210.95</b>	<b>\$ 1,084.98</b>	<b>\$ 19,125.97</b>
<b>Monthly Expenses</b>			<b>\$ (13,335.80)</b>
<b>Other Income</b>			<b>\$ 0.00</b>
<b>Net Balance</b>			<b>\$ 3,190.60</b>

After months of planning, remodeling, painting and merchandising the day finally arrived we opened our new ReStore in Crystal River on February 2. Without any advertising or fanfare we changed the reader board to “Now Open”. The day was a lot of fun we had over 280 customers come in and we did over \$3,100.00 in sales that 1<sup>st</sup> day.

Our sales for the month ended up close to the Inverness store with only a few hundred separating the two.

The sales in Restore2 were accomplished with only limited items to sell until we are able to expand. For now we are only carrying household goods, furniture, appliances and books. We have been able to expand into the former offices, now made into an electronics area and household treasures section. As we expand into the back warehouse the nest few months with our future plans to carry building supplies, lighting, beds, mattresses, hardware, plumbing supplies this should help our sales immensely.

We have been able to bring on another paid cashier from Workforce intern program, Emily Hite. The training program will pay for 480 hours of internship for her to learn with no obligation on our part.

We are excited about the future and will be able to make more of a contribution to the growth of our affiliate as our two stores grow.

Terri Ruttman has done a wonderful job with the staff and volunteers in getting the store organized and merchandised for maximum sales.

**David Brightman**  
**Director Retail Sales**