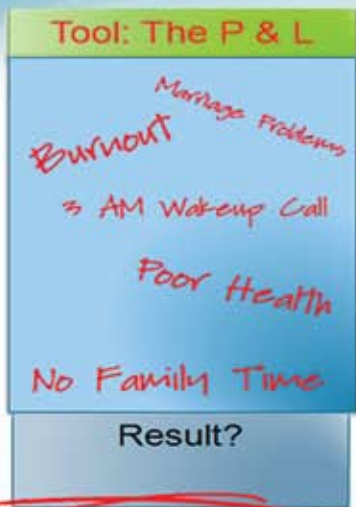




Are You Managing With The
Profit & Loss Statement?



*96/100 New Businesses
Fail by Yr 5*

Most business owners use the Profit and Loss Statement (P&L) to manage their business. The P&L is not designed to be an effective management tool. It gives you a "rear-view mirror" outlook of your company.

P&L is Too Confusing!

Item	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total
Income													
Resident	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	13,200
Business	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000
Individual													
Business	200	200	200	200	200	200	200	200	200	200	200	200	2,400
Group													
Total Income	3,000	3,200	3,400	3,600	3,800	4,100	4,500	4,900	5,300	5,700	6,100	6,500	70,500
Expenses													
Prof. Organizer													
Commissions													
Freelance													
Travel													
Misc.													
Utilities	120	120	120	120	120	120	120	120	120	120	120	120	1,440
Adv.													
Meals													
Office Supp.													
Insurance													
Maintenance													
Legal and Accounting													
Licenses	50	50	50	50	50	50	50	50	50	50	50	50	600
Telephone Service	200	200	200	200	200	200	200	200	200	200	200	200	2,400
Office Equipment	175	175	175	175	175	175	175	175	175	175	175	175	2,100
Lease													
Miscellaneous	30	30	30	30	30	30	30	30	30	30	30	30	360
Office Lease	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Bank Loan /	130	130	130	130	130	130	130	130	130	130	130	130	1,560
Line of Credit													
Total Operating Expenses	7,631	7,631	7,631	7,631	7,631	7,631	7,631	7,631	7,631	7,631	7,631	7,631	91,562
Net Profit (Loss)	-7,631	-7,631	-7,631	-7,631	-7,631	-7,631	-7,631	-7,631	-7,631	-7,631	-7,631	-7,631	-87,062
Profit													

How We Do It!

Focusing only on:

What Matters Most

By simplifying your standard P&L down to those controllable items that directly effect the bottom line, your focus will be directed where it needs to be.. on **What Matters Most To Your Company!**

Items such as:

- Income • Labor • Total Expense
- Cash Flow • Labor Percent

These items will vary from company to company.



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Input

✓ Input Past Numbers

Item	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	8454	16224	7410	15230	11446	20954	17028	10296	12962	12140	12440	13149
2012 Income	4204	7612	6461	11507	5211	6683	10688	3471	12525	8530	15877	11861
2012 Labor	2385	4800	4052	5525	5277	4152	4841	4547	7474	4953	5672	5625
2012 Total Expense	4264	3409	3409	4264	3409	3409	4264	3409	3409	4264	3409	3409
2011 Income	4900	18252	3987	9029	9973	9709	10906	6310	7938	7031	6188	7619
2011 Labor	7180	13862	6332	13014	9780	17904	14549	8797	11101	10373	10629	11235
2011 Total Expense	3654	6507	5521	9836	4454	5712	9136	8096	10706	7292	13571	10138

"Now we can really drill down on our problem areas and then come up with solutions that keep us on track"

- B. Johnson

✓ Input Forecast

Enter Fiscal Year: 2012 Profit Center Tracker Description: Tracker Name

Create Monthly Items as compared to: ☐ None ☐ Average Trend of all Previous Years ☒ Selected Trend Year: 2011

Select items to track:

Item Description	Percentage of Change
Item 1: Income	0 %
Item 2: Labor	0 %
Item 3: Total Expense	0 %
Item 4:	
Item 5:	
Item 6:	
Item 7:	

Save Cancel

Update

✓ Weekly Tracker

Week Begin	Week End	2012 Actual Income	2012 Actual Labor	2012 Actual Total Expense
01/01/2012	01/07/2012	2108	1938	230
01/08/2012	01/14/2012	1352	673	1430
01/15/2012	01/21/2012	4192	2207	857
01/22/2012	01/28/2012	1848	1049	627
01/29/2012	02/04/2012	2024	1119	763
02/05/2012	02/11/2012	1935	1300	2177
02/12/2012	02/18/2012	2931	3485	2836
02/19/2012	02/25/2012	1959	1312	530
02/26/2012	03/03/2012	5664	3220	1286
03/04/2012	03/10/2012	2510	2490	2241
03/11/2012	03/17/2012	2233	2638	2686

Update your tracker weekly in a matter of minutes! Then you can print reports to help you communicate it to your team!

"Once the forecast is set up you can put every thing needed in the tracker the software we give the results and it takes about 10 mins a week."

- C. Holland

Communicate

✓ Tracker

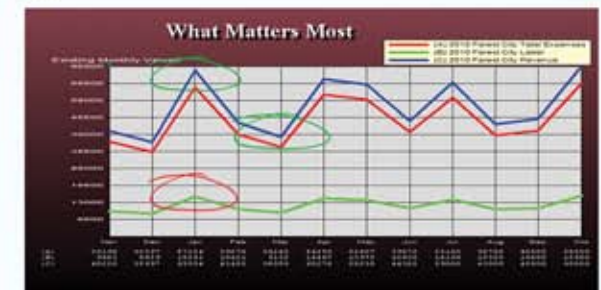
Weekly Tracker Report

Income				Labor				Total Expense			
Forecast	Actual	Variance	%	Forecast	Actual	Variance	%	Forecast	Actual	Variance	%
2,207	2,275	68	1%	11,205	10,942	-263	-2%	32,258	35,903	3,645	10%

Income				Labor				Total Expense			
Forecast	Actual	Variance	%	Forecast	Actual	Variance	%	Forecast	Actual	Variance	%
5,000	5,000	0	0%	10,100	9,200	-900	-9%	31,000	33,500	2,500	8%

Income				Labor				Total Expense			
Forecast	Actual	Variance	%	Forecast	Actual	Variance	%	Forecast	Actual	Variance	%
1,100	1,100	0	0%	5,000	5,000	0	0%	10,000	10,000	0	0%

✓ Graph



✓ Operating Schedule

	2011 Actual	2012 Forecast	Variance	%	2011 Actual	2012 Forecast	Variance	%	2011 Actual	2012 Forecast	Variance	%
Income	2,207	2,275	68	1%	11,205	10,942	-263	-2%	32,258	35,903	3,645	10%
Labor	11,205	10,942	-263	-2%	10,100	9,200	-900	-9%	31,000	33,500	2,500	8%
Total Expense	32,258	35,903	3,645	10%	31,000	33,500	2,500	8%	10,000	10,000	0	0%