



Demo Company

Reach Demo

MONTHLY **REPORT**

July 2024

Monthly Report Purpose

A visual understanding of data.

This monthly financial report provides business insights for Reach Demo. Objective is to show the financial health and performance for July 2024 focusing on profitability, efficiency and liquidity.

It includes all the relevant information at your fingertips, offering the ability to visualize and analyze key financial data, uncover fresh insights, spot vital financial trends, identify strengths and weaknesses and improve communication throughout the organization.

The report also admits the fact that some analysis conducted has limitations because of the vast amounts of variables that may be related or unrelated to the business.

P&L statement: This indicates the revenue a business earned over a certain period of time and shows a business's profitability. It includes a net income equal to the revenues and gains minus the expenses and losses.

Balance sheet: This displays a business's financial status at the end of a certain time period. It offers an overview of a business's liabilities, assets, and shareholder equity.

Cash flow statement: Details a business's cash flows during certain time periods and indicates if a business made or lost cash during that period of time.

Takeaways

July 2024: Net Profit was \$0.

July 2024: Bank Accounts were \$63.6k.

July 2024: Net Cash Increase For Period was \$0.

July 2024: Net Assets were \$90.4k.

July 2024: Gross Profit Margin was 0%.

July 2024: Current Ratio was 4.49.

Profit & Loss

The profit and loss (P&L) summarizes the revenues, costs, and expenses incurred through January 2024 - July 2024. The P&L statement is synonymous with the income statement. These records provide information about Reach Demo's ability or inability to generate profit by increasing revenue, reducing costs, or both.

Net Profit

\$0

↑ July 2024: Net Profit was \$8k higher than June 2024.

0%

Gross Profit Margin

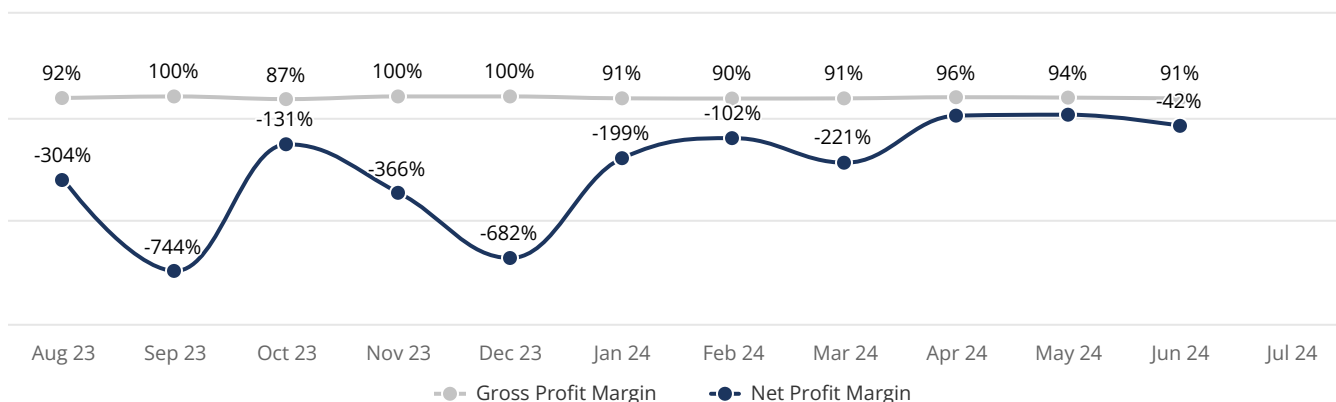
0%

Net Profit Margin

Fiscal Year to Date

| | Jul 24 | Fiscal YTD |
|----------------------|----------|----------------|
| Income | 0 | 92,028 |
| Cost of Goods Sold | 0 | 6,245 |
| Gross Profit | 0 | 85,783 |
| Total Expense | 0 | 123,511 |
| Net Operating Income | 0 | -37,728 |
| Total Other Income | 0 | 854 |
| Total Other Expense | 0 | 0 |
| Net Profit | 0 | -36,874 |

Profit Margins



Total Income

\$0

↓ July 2024: Income was \$18.9k lower than June 2024.

Cost of Goods Sold

\$0

↓ July 2024: Cost of Goods Sold was \$1.8k lower than June 2024.

Gross Profit

\$0

↓ July 2024: Gross Profit was \$17.1k lower than June 2024.

Total Expense

\$0

↓ July 2024: Total Expense was \$25.2k lower than June 2024.

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Assets & Liabilities

Reach Demo should be aware of assets and liabilities. This knowledge is imperative for accounting records as well as developing business plans, especially when applying for a business loan or line of credit. Knowing your assets and liabilities is valuable knowledge.

Assets \$138k

July 2024: Assets (\$138k) has seen no change from June 2024 (\$138k).

Liabilities \$47.6k

July 2024: Liabilities (\$47.6k) has seen no change from June 2024 (\$47.6k).



- Bank Accounts 63.6k (50.5%)
- Accounts Receivable 54.7k (43.4%)
- Other Current Assets 7.6k (6.1%)



- Current Liabilities 28k (58.9%)
- Long-Term Liabilities 19.6k (41.1%)

Balance Sheet Overview

| | Jul 24 |
|-------------------------------|----------------|
| Assets | 137,982 |
| Current Assets | 125,957 |
| Fixed Assets | 12,025 |
| Other Assets | |
| Liabilities and Equity | 115,679 |
| Liabilities | 47,622 |
| Equity | 68,056 |

There are two types of assets: current and fixed assets. Current assets can be quickly converted into cash. They include cash, accounts receivable, and inventory. The more current assets a small business has, the better, as this means they can survive longer without borrowing money. Fixed assets are physical items that last over a year and have financial value to a company, such as computers, equipment, and tools.

Liabilities represent financial obligations of the company. They show indebtedness and are grouped based on their liquidity. Current Liabilities are those due in the current year and they represent money owed for operating expenses. Long-Term Liabilities represent debt that will not be due for at least a year.

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Cash Management

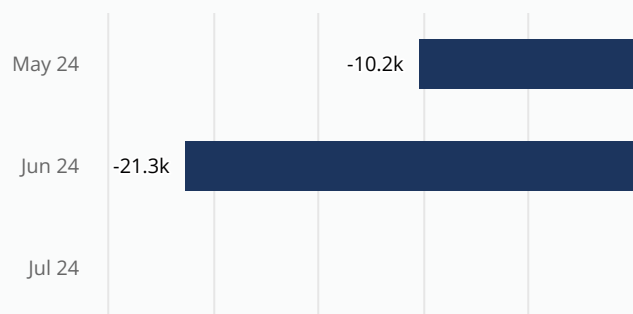
The cash management report provides you with a quick overview of Reach Demo's liquidity and current cash flow situation which is critical to keep finances flowing across the organization.

\$63.6k

Bank Accounts

July 2024: Bank Accounts (\$63.6k) has seen no change from June 2024 (\$63.6k).

Net Cash Increase For Period



Current Ratio

| | Jul 24 |
|---------------------|-----------|
| Current Assets | \$125,957 |
| Current Liabilities | \$28,040 |
| Current Ratio | ▲ 4.49 |

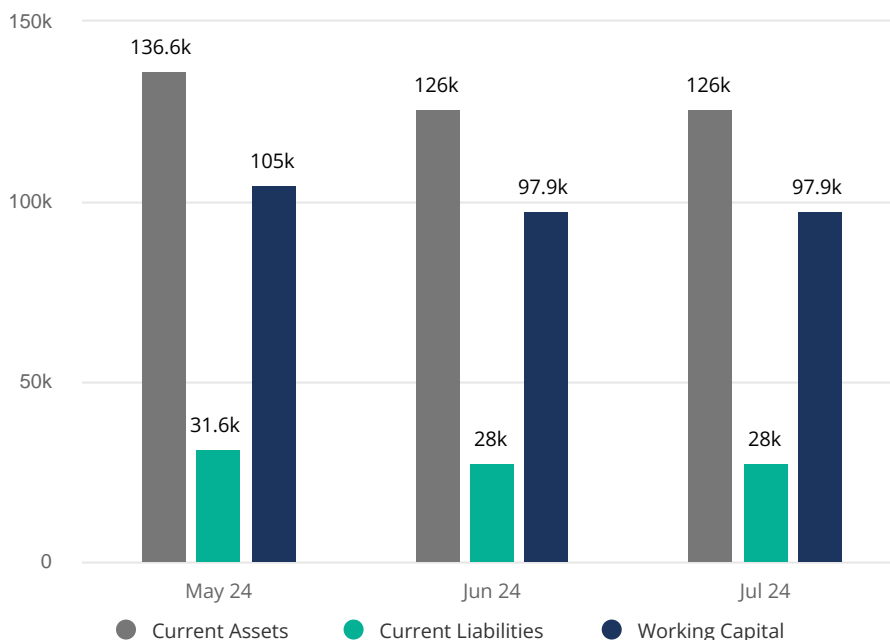
A strong current ratio, depending on the industry, is between 1.2 and 2. Anything below 1 is problematic as this means that the company does not have enough current/liquid assets to cover all of their current liabilities.

Working Capital

Working capital is the money used to cover all of a company's short-term expenses, including inventory, payments on short-term debt, and day-to-day expenses—called operating expenses. Working capital is critical since it is used to keep a business operating smoothly and meet all its financial obligations within the coming year.

\$97.9k

July 2024: Working Capital (\$97.9k) has seen no change from June 2024 (\$97.9k).

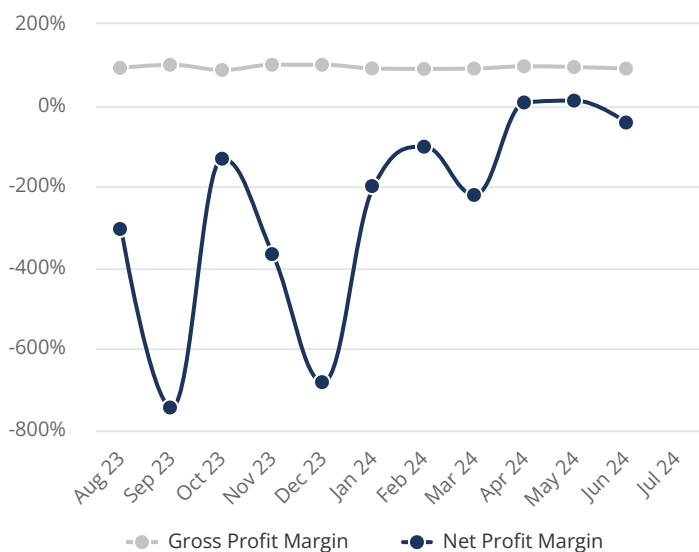


Profitability Trends

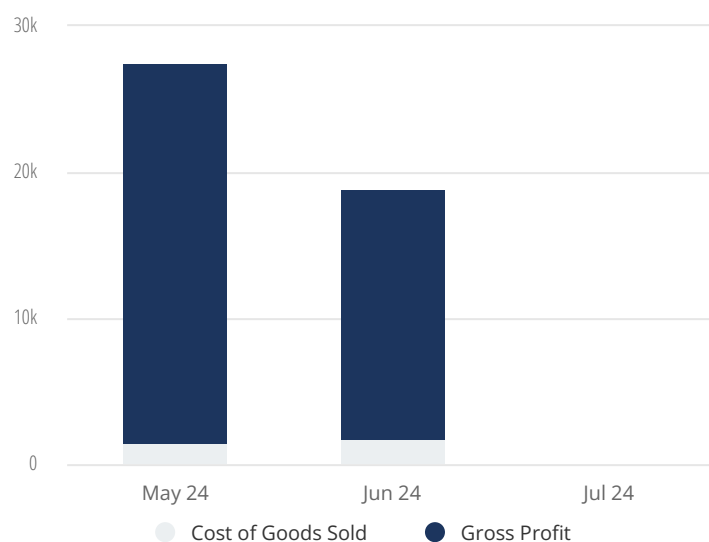
Gross Profit Margin shows the profit left after covering costs of providing core business operations. It is a share of Gross Profit in Total Income. A good Gross Profit Margin is high enough to cover overhead and leave a reasonable Net Profit.

Net Profit Margin shows the profit earned per dollar of income. A 10% Net Profit Margin is considered an excellent ratio. If your company has a low Net Profit Margin you are making very little profit after all costs. That implies the revenue is getting eaten up by expenses. It also increases the risk your firm will be unable to meet obligations. With a low margin, a sudden dip in sales over the next month or year could turn your company unprofitable. A high margin indicates your company has solid competitive advantages.

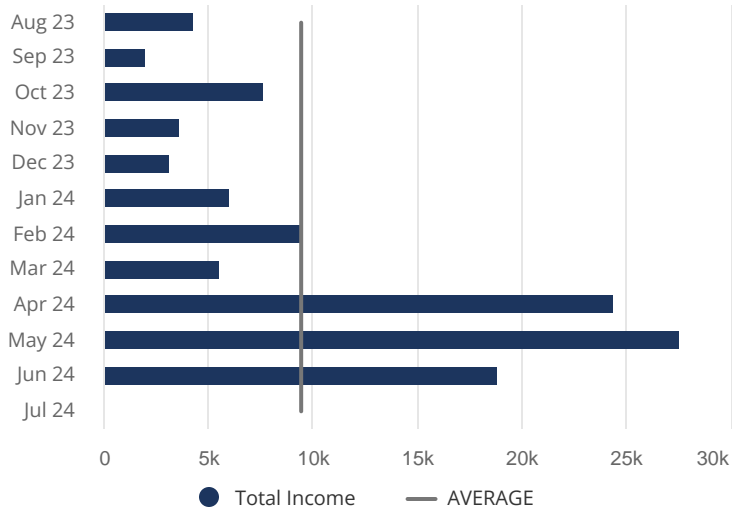
Profit Margins



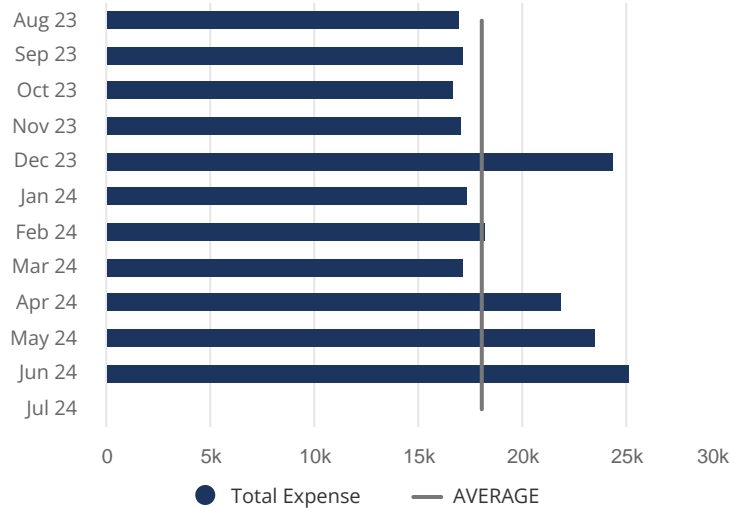
Total Income Breakdown



Total Income



Total Expense



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Financial Performance

An overview of how efficiently Reach Demo is spending capital while providing a snapshot of the main metrics on Reach Demo's balance sheet.

Accounts Receivable

\$54.7k

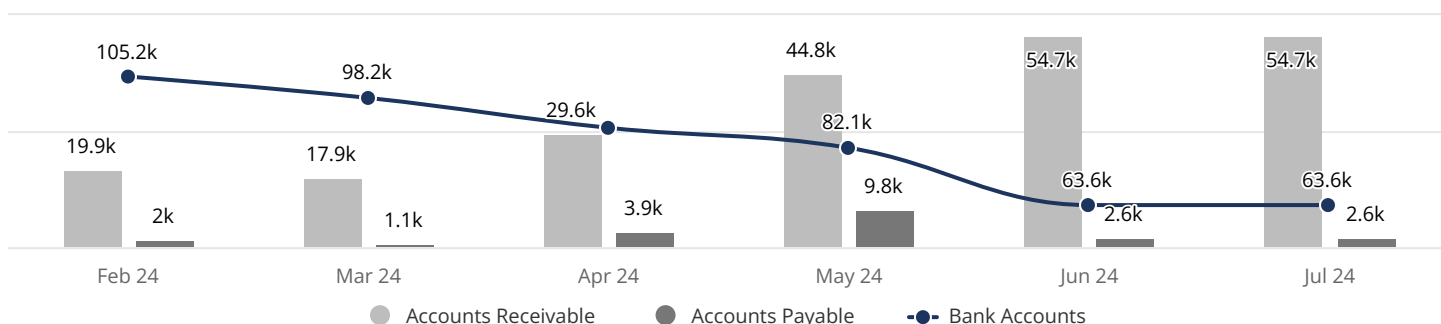
July 2024: Accounts Receivable (\$54,709) has seen no change from June 2024 (\$54,709).

Accounts Payable

\$2.6k

July 2024: Accounts Payable (\$2,579) has seen no change from June 2024 (\$2,579).

Accounts Receivable/ Accounts Payable and Bank Accounts



Return on Assets (ROA)

The Return on Assets (ROA) percentage indicates how well your business manages its balance sheet to generate profits. Looking at your ROA and comparing it to others can help you improve future business performance (e.g., increasing profits)

| | Jul 24 | Jan 24 - Jul 24 |
|------------|---------|-----------------|
| Assets | 137,982 | 137,982 |
| Net Profit | | -36,874 |
| ROA | | -27% |

Return on Equity (ROE)

Because shareholders' equity is equal to a company's assets minus its debt, ROE is considered the return on net assets. ROE percentage indicates how efficient Reach Demo is at generating growth from its Equity.

| | Jul 24 | Jan 24 - Jul 24 |
|------------|--------|-----------------|
| Equity | 68,056 | 68,056 |
| Net Profit | | -36,874 |
| ROE | | -54% |

Debt to Equity

Debt to Equity Ratio measures the share of total liabilities in the shareholder equity and is used to evaluate a company's financial leverage. A ratio of 2 means a company relies twice as much on debt to drive growth than it does on equity, and that creditors, therefore, own two-thirds of the company's assets.

| | Jul 24 | Jun 24 |
|-----------------------|-------------|-------------|
| Equity | 68,056 | 68,056 |
| Liabilities | 47,622 | 47,622 |
| Debt to Equity | 0.70 | 0.70 |

Profit and Loss

Reach Demo

| | Jul 24 | % Income | +/- | % +/- | Jun 24 | % Income |
|-----------------------------------|--------|----------|----------------|--------------|---------------|-------------|
| Income | | | | | | |
| Landscaping Services | | | | | | |
| Design Services | | | -3,860 | -100% | 3,860 | 20% |
| Job Materials | | | | | | |
| Decks & Patios | | | -45 | -100% | 45 | 0% |
| Fountains & Garden Lighting | | | -1,962 | -100% | 1,962 | 10% |
| Misc Materials | | | -129 | -100% | 129 | 1% |
| Plants and Sod | | | -1,908 | -100% | 1,908 | 10% |
| Sprinklers & Drip systems | | | -1,541 | -100% | 1,541 | 8% |
| Total Job Materials | | | -5,585 | -100% | 5,585 | 30% |
| Labor | | | | | | |
| Installation | | | -7,363 | -100% | 7,363 | 39% |
| Maintenance & Repairs | | | -406 | -100% | 406 | 2% |
| Total Labor | | | -7,769 | -100% | 7,769 | 41% |
| Total Landscaping Services | | | -17,214 | -100% | 17,214 | 91% |
| Markup Income | | | -120 | -100% | 120 | 1% |
| Retail Sales | | | -89 | -100% | 89 | 0% |
| Service | | | -1,500 | -100% | 1,500 | 8% |
| Total Income | | | -18,923 | -100% | 18,923 | 100% |
| Cost of Goods Sold | | | | | | |
| Cost of Goods Sold | | | -1,777 | -100% | 1,777 | 9% |
| Total Cost of Goods Sold | | | -1,777 | -100% | 1,777 | 9% |
| Gross Profit | | | -17,146 | -100% | 17,146 | 91% |
| Expense | | | | | | |
| Automobile | | | | | | |
| Maintenance & Repairs | | | -50 | -100% | 50 | 0% |
| Total Automobile | | | -50 | -100% | 50 | 0% |
| Delivery Fee | | | 25 | 100% | -25 | 0% |
| Insurance | | | | | | |
| Disability | | | -100 | -100% | 100 | 1% |
| Liability | | | -570 | -100% | 570 | 3% |
| Worker's Comp | | | -420 | -100% | 420 | 2% |
| Total Insurance | | | -1,090 | -100% | 1,090 | 6% |
| Interest Expense | | | -110 | -100% | 110 | 1% |
| Total Interest Expense | | | -110 | -100% | 110 | 1% |
| Job Expenses | | | | | | |
| Job Materials | | | | | | |
| Decks & Patio | | | 300 | 100% | -300 | -2% |
| Plants & Sod | | | 120 | 100% | -120 | -1% |
| Total Job Materials | | | 420 | 100% | -420 | -2% |
| Total Job Expenses | | | 420 | 100% | -420 | -2% |
| Payroll Expenses | | | -22,368 | -100% | 22,368 | 118% |
| Rent | | | -1,600 | -100% | 1,600 | 8% |
| Utilities | | | | | | |
| Gas and Electric | | | -275 | -100% | 275 | 1% |
| Telephone | | | -90 | -100% | 90 | 0% |

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Profit and Loss

Reach Demo

| | Jul 24 | % Income | +/- | % +/- | Jun 24 | % Income |
|----------------------------|---------------|-----------------|----------------|--------------|---------------|-----------------|
| Water | | | -47 | -100% | 47 | 0% |
| Total Utilities | | | -412 | -100% | 412 | 2% |
| Total Expense | | | -25,184 | -100% | 25,184 | 133% |
| Net Operating Income | | | 8,039 | 100% | -8,039 | -42% |
| Other Income | | | | | | |
| Interest Income | | | -42 | -100% | 42 | 0% |
| Total Other Income | | | -42 | -100% | 42 | 0% |
| Other Expense | | | | | | |
| Total Other Expense | | | | | | |
| Net Profit | | | 7,996 | 100% | -7,996 | -42% |

Balance Sheet

Reach Demo

| | Jul 24 | +/- | % +/- | Jun 24 |
|--|----------------|-----|-------|----------------|
| Assets | | | | |
| Current Assets | | | | |
| Bank Accounts | | | | |
| Cash Expenditures | 225 | | | 225 |
| Checking | 57,389 | | | 57,389 |
| Savings | 5,988 | | | 5,988 |
| Total Bank Accounts | 63,602 | | | 63,602 |
| Accounts Receivable | | | | |
| Accounts Receivable | 54,709 | | | 54,709 |
| Total Accounts Receivable | 54,709 | | | 54,709 |
| Other Current Assets | | | | |
| Employee advances | 100 | | | 100 |
| Inventory Asset | 6,937 | | | 6,937 |
| Prepaid Insurance | 500 | | | 500 |
| Undeposited Funds | 110 | | | 110 |
| Total Other Current Assets | 7,647 | | | 7,647 |
| Total Current Assets | 125,957 | | | 125,957 |
| Fixed Assets | | | | |
| Truck | | | | |
| Accumulated Depreciation | -1,725 | | | -1,725 |
| Original Purchase | 13,750 | | | 13,750 |
| Total Truck | 12,025 | | | 12,025 |
| Total Fixed Assets | 12,025 | | | 12,025 |
| Other Assets | | | | |
| Total Other Assets | | | | |
| Total Assets | 137,982 | | | 137,982 |
| Liabilities and Equity | | | | |
| Liabilities | | | | |
| Current Liabilities | | | | |
| Accounts Payable | | | | |
| Accounts Payable | 2,579 | | | 2,579 |
| Total Accounts Payable | 2,579 | | | 2,579 |
| Credit Card | | | | |
| CalOil Card | 1,404 | | | 1,404 |
| QuickBooks Credit Card | | | | |
| QBCC Field Office | 45 | | | 45 |
| QBCC Home Office | 25 | | | 25 |
| Total QuickBooks Credit Card | 70 | | | 70 |
| Total Credit Card | 1,474 | | | 1,474 |
| Other Current Liabilities | | | | |
| Payments on Account | -1,520 | | | -1,520 |
| Payroll Liabilities | 23,407 | | | 23,407 |
| Sales Tax Payable | 2,100 | | | 2,100 |
| Total Other Current Liabilities | 23,987 | | | 23,987 |
| Total Current Liabilities | 28,040 | | | 28,040 |
| Long- Term Liabilities | | | | |

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Balance Sheet

Reach Demo

| | Jul 24 | +/- | % +/- | Jun 24 |
|-------------------------------------|----------------|----------|-------|----------------|
| Bank Loan | -4,262 | | | -4,262 |
| Bank of Anycity Loan | 19,933 | | | 19,933 |
| Equipment Loan | 3,911 | | | 3,911 |
| Total Long- Term Liabilities | 19,582 | | | 19,582 |
| Total Liabilities | 47,622 | | | 47,622 |
| Equity | | | | |
| Net Income | | 125,619 | 100% | -125,619 |
| Opening Bal Equity | 151,970 | | | 151,970 |
| Owner's Equity | | | | |
| Owner's Draw | -5,000 | | | -5,000 |
| Total Owner's Equity | -5,000 | | | -5,000 |
| Retained Earnings | -78,914 | -125,619 | -269% | 46,706 |
| Total Equity | 68,056 | | | 68,056 |
| Total Liabilities and Equity | 115,679 | | | 115,679 |

Cash Flow Statement

Reach Demo

| | Jul 24 | +/- | %+/- | Jun 24 |
|--|--------|---------------|-------------|----------------|
| Operating Activities | | | | |
| Net Income | | 7,996 | 100% | -7,996 |
| Adjustments to Net Income | | | | |
| Accounts Payable | | 7,180 | 100% | -7,180 |
| Accounts Receivable | | 9,904 | 100% | -9,904 |
| CalOil Card | | -50 | -100% | 50 |
| Inventory Asset | | -1,441 | -100% | 1,441 |
| Payroll Liabilities | | -3,482 | -100% | 3,482 |
| Sales Tax Payable | | -86 | -100% | 86 |
| Total Adjustments to Net Income | | 12,026 | 100% | -12,026 |
| Total Operating Activities | | 20,022 | 100% | -20,022 |
| Investing Activities | | | | |
| Total Investing Activities | | | | |
| Financing Activities | | | | |
| Bank Loan | | 1,288 | 100% | -1,288 |
| Total Financing Activities | | 1,288 | 100% | -1,288 |
| Net Cash Increase For Period | | 21,310 | 100% | -21,310 |

▶ Monthly Report

July 2024

Reach Demo



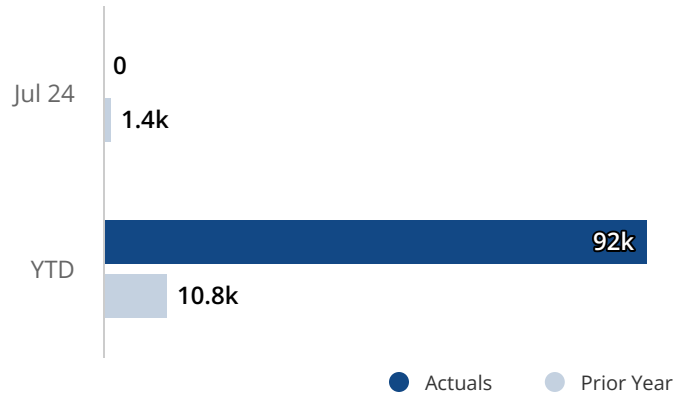
Demo Company

Profitability Summary

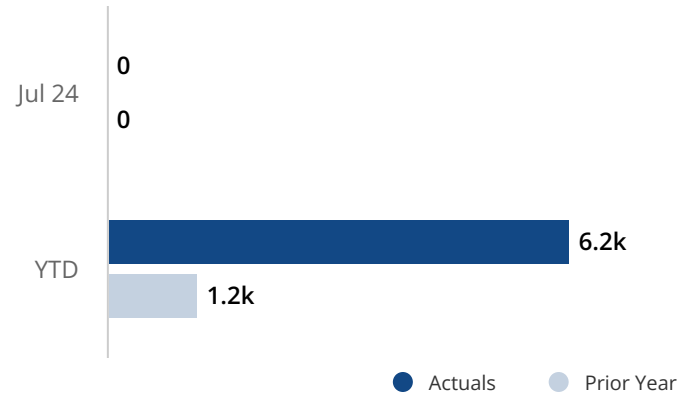
July 2024 | Reach Demo

Profitability summary visualizes Reach Demo's complex business data for a quick overview of current fiscal year monthly and year to date deviations from past year trends.

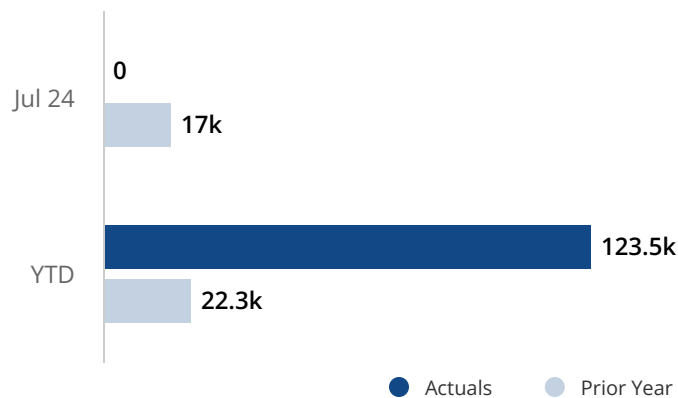
Total Income



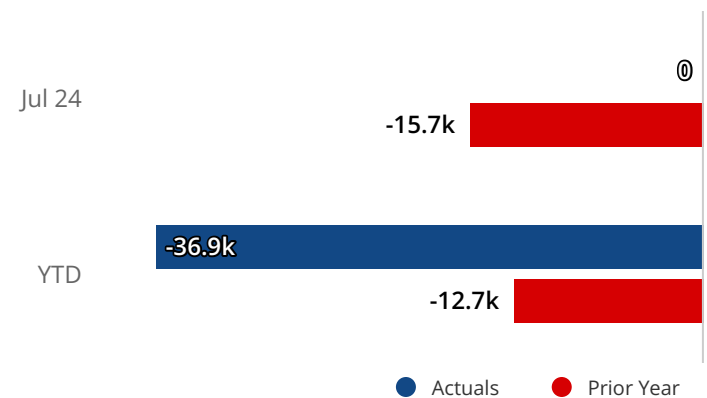
Cost of Goods Sold



Total Expense



Net Profit



Summary

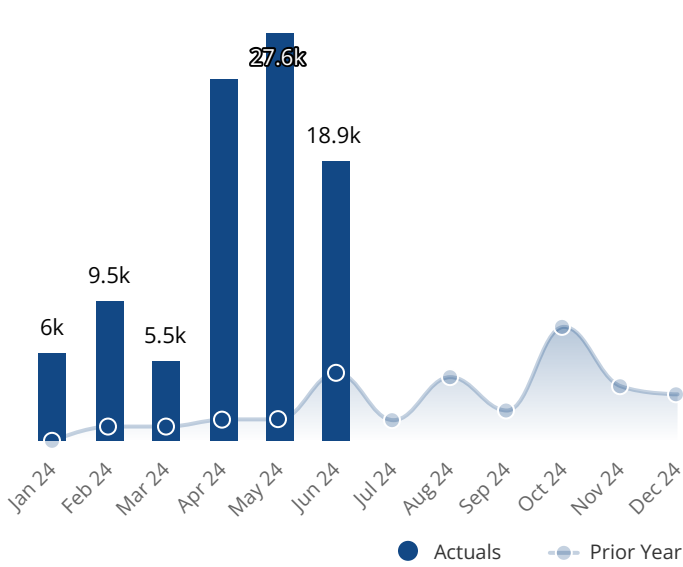
| | Jul 24 | | | | Jan 24 - Jul 24 | | | |
|--------------------|---------|-------------|-----------|------------|-----------------|------------|-----------|------------|
| | Actuals | Prior Month | Variance | % Variance | Actuals YTD | Prior Year | Variance | % Variance |
| Income | | 18,923 | ▼ -18,923 | ▼ -100% | 92,028 | 10,771 | ▲ 81,257 | ▲ 754% |
| Cost of Goods Sold | | 1,777 | ▼ -1,777 | -100% | 6,245 | 1,216 | ▲ 5,029 | ▲ 414% |
| Gross Profit | | 17,146 | ▼ -17,146 | ▼ -100% | 85,783 | 9,555 | ▲ 76,228 | ▲ 798% |
| Total Expense | | 25,184 | ▼ -25,184 | -100% | 123,511 | 22,309 | ▲ 101,201 | ▲ 454% |
| Net Profit | | -7,996 | ▲ 7,996 | ▲ 100% | -36,874 | -12,748 | ▼ -24,126 | ▼ -189% |
| Net Profit Margin | | -42% | ▲ 42% | | -40% | -118% | ▲ 78% | |

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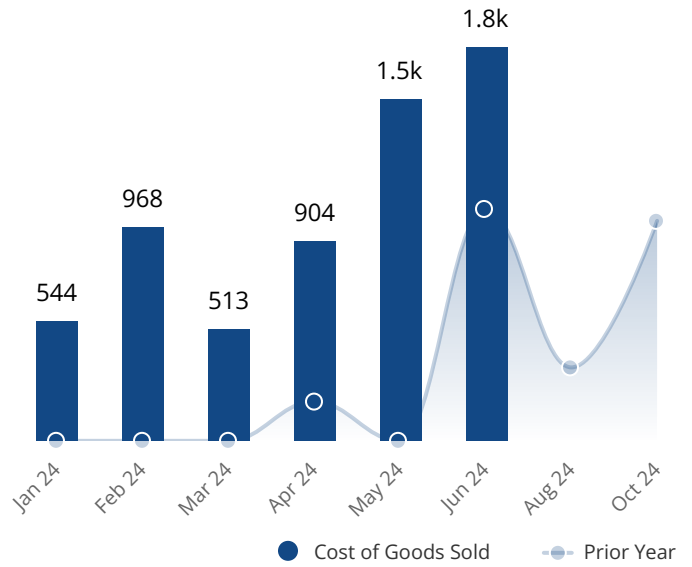
Profitability Trends

July 2024 | Reach Demo

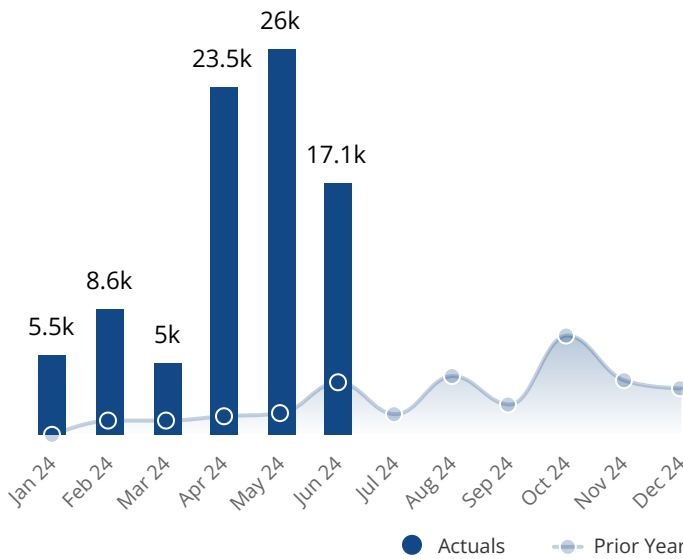
Total Income



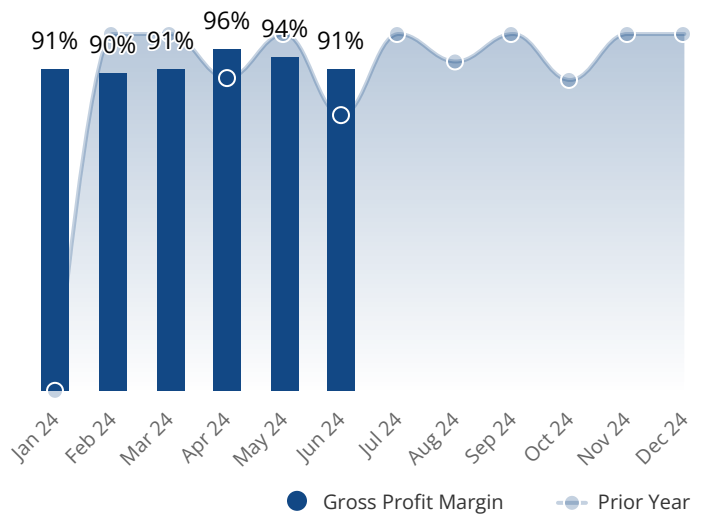
Cost of Goods Sold



Gross Profit



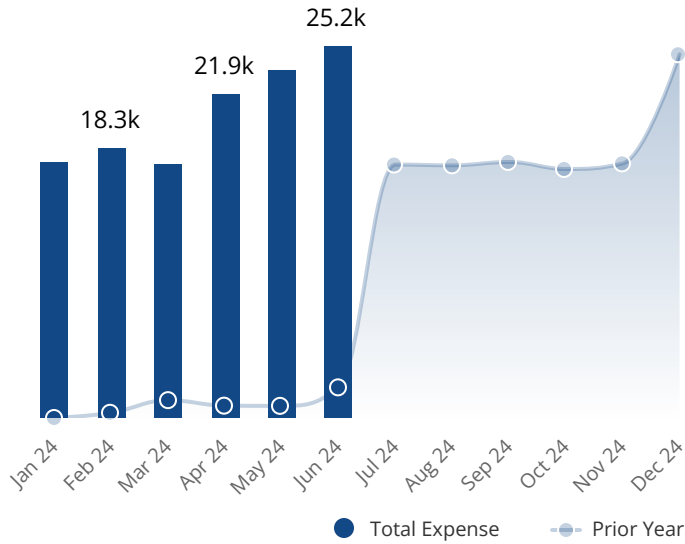
Gross Profit Margin



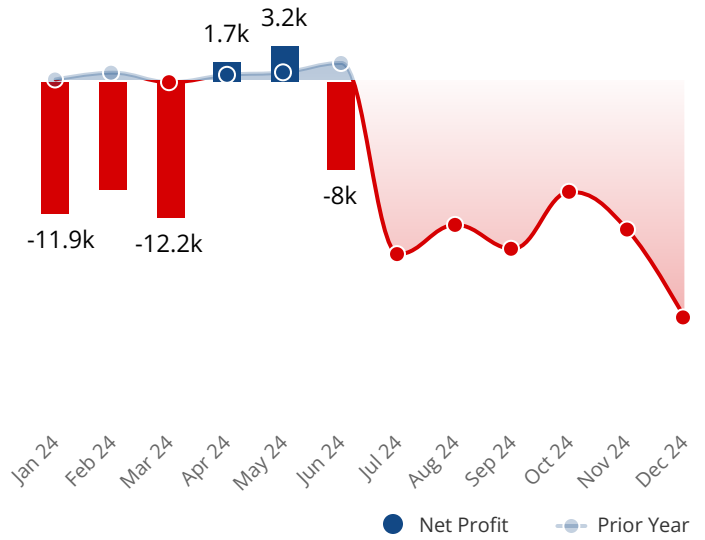
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Profitability Trends

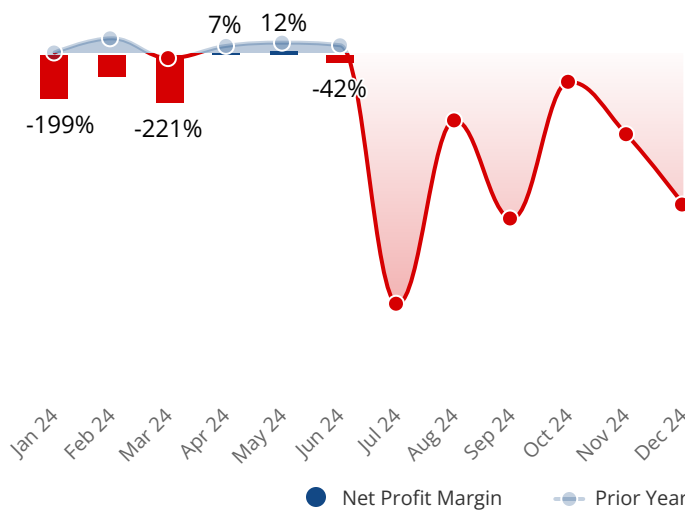
Total Expense



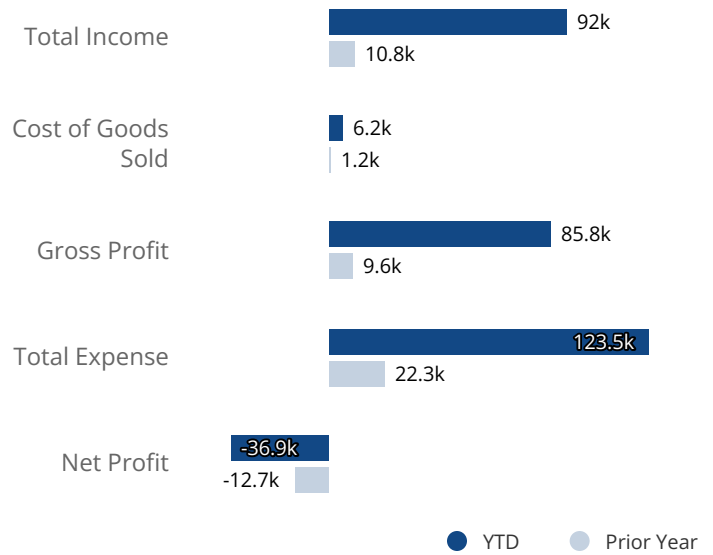
Net Profit



Net Profit Margin



Year to Date

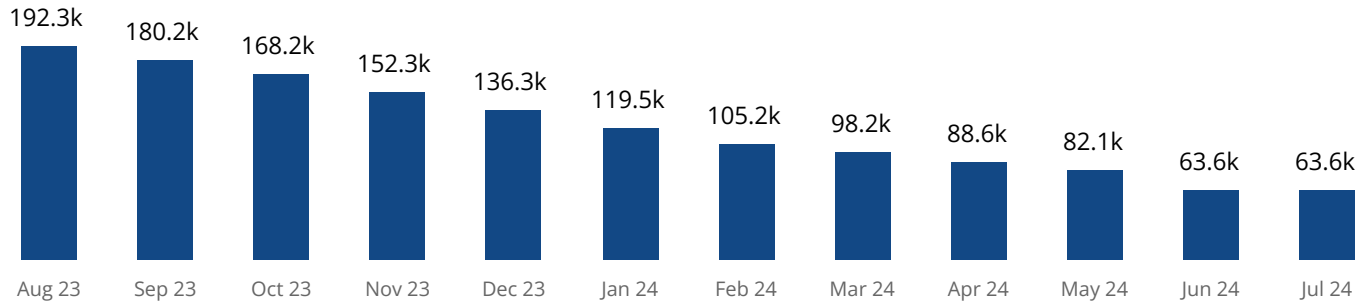


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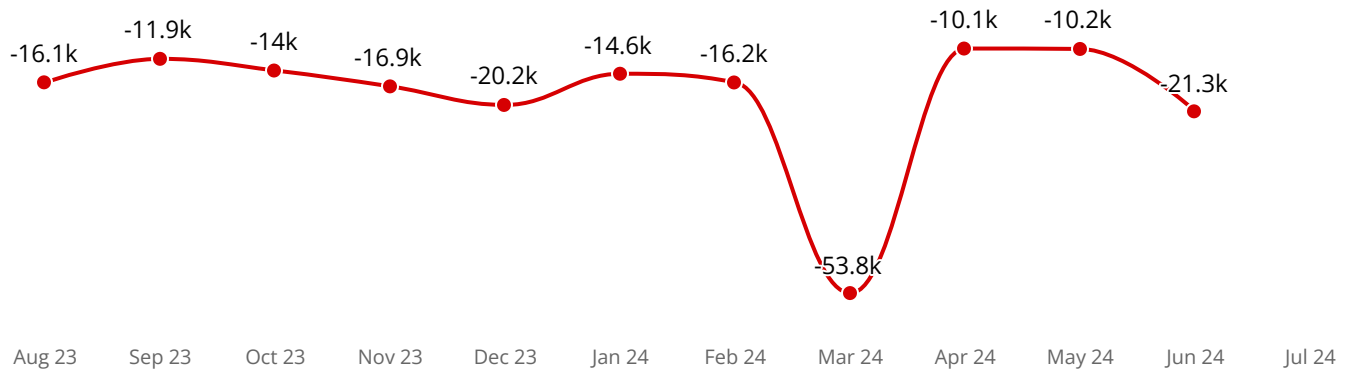
Cash Management

July 2024 | Reach Demo

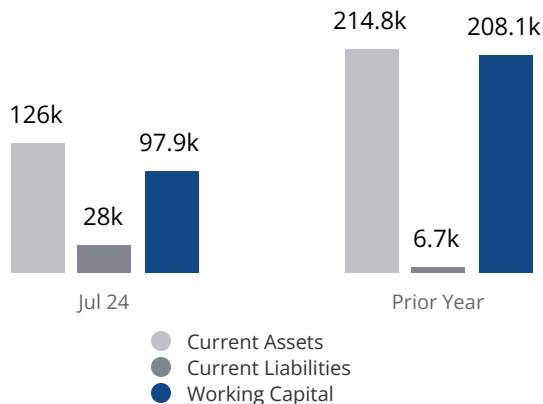
Bank Accounts



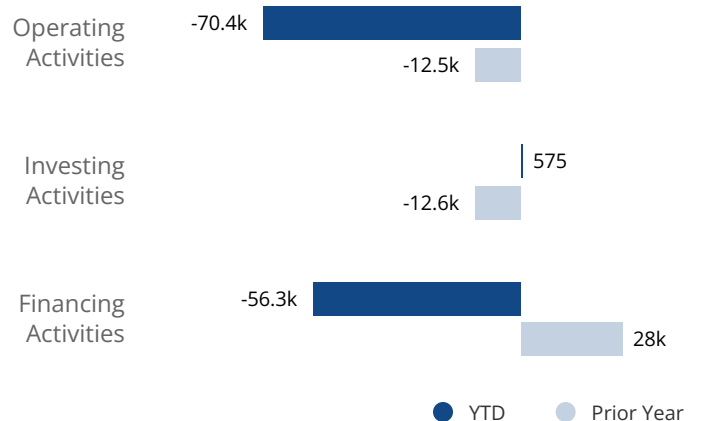
Net Cash Increase For Period



Working Capital



Cash Flow



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Profit and Loss - Monthly Analysis

July 2024

Reach Demo



| | Jul 24 Actuals | Jul 23 Prior Year | Variance |
|-----------------------------------|-------------------|----------------------|----------------|
| Income | | | |
| Landscaping Services | | | |
| Labor | | | |
| Installation | | \$960 | -\$960 |
| Maintenance & Repairs | | 430 | -430 |
| Total Labor | | 1,390 | -1,390 |
| Total Landscaping Services | | 1,390 | -1,390 |
| Total Income | | 1,390 | -1,390 |
| Gross Profit | | 1,390 | -1,390 |
| Expense | | | |
| Automobile | | | |
| Fuel | | 80 | -80 |
| Total Automobile | | 80 | -80 |
| Bank Service Charges | | 51 | -51 |
| Interest Expense | | 233 | -233 |
| Total Interest Expense | | 233 | -233 |
| Payroll Expenses | | 16,186 | -16,186 |
| Utilities | | | |
| Gas and Electric | | 312 | -312 |
| Telephone | | 133 | -133 |
| Water | | 54 | -54 |
| Total Utilities | | 499 | -499 |
| Total Expense | | 17,049 | -17,049 |
| Net Operating Income | | -15,659 | 15,659 |
| Net Profit | | -\$15,659 | \$15,659 |

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Profit and Loss - Year to Date Analysis

7 Months Ended July 31, 2024

Reach Demo



Demo Company

| | Jan 24 - Jul 24 | Jan 23 - Jul 23 | Variance |
|-----------------------------------|-----------------|-----------------|---------------|
| | Actuals | Prior Year | |
| Income | | | |
| Landscaping Services | | | |
| Design Services | 13,785 | | 13,785 |
| Job Materials | | | |
| Decks & Patios | 515 | | 515 |
| Fountains & Garden Lighting | 8,461 | 327 | 8,134 |
| Misc Materials | 141 | | 141 |
| Plants and Sod | 8,299 | 431 | 7,868 |
| Sprinklers & Drip systems | 5,623 | 1,329 | 4,294 |
| Total Job Materials | 23,039 | 2,087 | 20,952 |
| Labor | | | |
| Installation | 39,907 | 6,320 | 33,587 |
| Maintenance & Repairs | 5,766 | 1,230 | 4,536 |
| Total Labor | 45,673 | 7,550 | 38,123 |
| Total Landscaping Services | 82,497 | 9,637 | 72,860 |
| Markup Income | 815 | | 815 |
| Retail Sales | 576 | 164 | 412 |
| Service | 8,140 | 970 | 7,170 |
| Total Income | 92,028 | 10,771 | 81,257 |
| Cost of Goods Sold | | | |
| Cost of Goods Sold | 6,245 | 1,216 | 5,029 |
| Total Cost of Goods Sold | 6,245 | 1,216 | 5,029 |
| Gross Profit | 85,783 | 9,555 | 76,228 |
| Expense | | | |
| Automobile | | | |
| Fuel | 337 | 509 | -172 |
| Insurance | 855 | | 855 |
| Maintenance & Repairs | 255 | | 255 |
| Total Automobile | 1,447 | 509 | 938 |
| Bank Service Charges | 300 | 204 | 96 |
| Delivery Fee | 125 | | 125 |
| Depreciation | 575 | 575 | |
| Insurance | 500 | | 500 |
| Disability | 300 | | 300 |
| Liability | 1,710 | | 1,710 |
| Worker's Comp | 1,260 | | 1,260 |
| Total Insurance | 3,770 | | 3,770 |
| Interest Expense | 1,123 | 1,271 | -148 |
| Total Interest Expense | 1,123 | 1,271 | -148 |
| Job Expenses | | | |
| Equipmental Rental | 49 | | 49 |
| Job Materials | | | |
| Decks & Patio | 390 | 1,150 | -760 |
| Fountains & Garden Lighting | 2,300 | | 2,300 |
| Plants & Sod | 682 | | 682 |

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Profit and Loss - Year to Date Analysis

7 Months Ended July 31, 2024

Reach Demo



Demo Company

| | Jan 24 - Jul 24 | Jan 23 - Jul 23 | Variance |
|--------------------------------|-----------------|-----------------|----------------|
| | Actuals | Prior Year | |
| Total Job Materials | 3,372 | 1,150 | 2,222 |
| Subcontractors | 375 | | 375 |
| Total Job Expenses | 3,796 | 1,150 | 2,646 |
| Miscellaneous | 1,694 | | 1,694 |
| Office Supplies | 270 | | 270 |
| Payroll Expenses | 101,057 | 16,186 | 84,871 |
| Professional Fees | | | |
| Legal | 750 | | 750 |
| Total Professional Fees | 750 | | 750 |
| Rent | 4,800 | | 4,800 |
| Repairs | | | |
| Computer Repairs | 150 | 350 | -200 |
| Equipment Repairs | 45 | | 45 |
| Total Repairs | 195 | 350 | -155 |
| Tools and Misc. Equipment | 835 | | 835 |
| Utilities | | | |
| Gas and Electric | 1,713 | 1,393 | 320 |
| Telephone | 570 | 475 | 95 |
| Water | 491 | 197 | 294 |
| Total Utilities | 2,774 | 2,065 | 709 |
| Total Expense | 123,511 | 22,309 | 101,201 |
| Net Operating Income | -37,728 | -12,754 | -24,973 |
| Other Income | | | |
| Interest Income | 91 | 7 | 85 |
| Misc Income | 763 | | 763 |
| Total Other Income | 854 | 7 | 847 |
| Net Profit | -36,874 | -12,748 | -24,126 |

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Balance Sheet

As of July 31st, 2024

Reach Demo



| | Jul 24 Actuals | Jul 23 Prior Year | Variance |
|--|-------------------|----------------------|-----------------|
| Assets | | | |
| Current Assets | | | |
| Bank Accounts | | | |
| Cash Expenditures | 225 | | 225 |
| Checking | 57,389 | 186,891 | -129,502 |
| Savings | 5,988 | 20,570 | -14,583 |
| Total Bank Accounts | 63,602 | 207,461 | -143,859 |
| Accounts Receivable | | | |
| Accounts Receivable | 54,709 | 5,190 | 49,519 |
| Total Accounts Receivable | 54,709 | 5,190 | 49,519 |
| Other Current Assets | | | |
| Employee advances | 100 | | 100 |
| Inventory Asset | 6,937 | 2,164 | 4,773 |
| Prepaid Insurance | 500 | | 500 |
| Undeposited Funds | 110 | | 110 |
| Total Other Current Assets | 7,647 | 2,164 | 5,483 |
| Total Current Assets | 125,957 | 214,815 | -88,857 |
| Fixed Assets | | | |
| Truck | | | |
| Accumulated Depreciation | -1,725 | -1,150 | -575 |
| Original Purchase | 13,750 | 13,750 | |
| Total Truck | 12,025 | 12,600 | -575 |
| Total Fixed Assets | 12,025 | 12,600 | -575 |
| Total Assets | 137,982 | 227,415 | -89,432 |
| Liabilities and Equity | | | |
| Liabilities | | | |
| Current Liabilities | | | |
| Accounts Payable | | | |
| Accounts Payable | 2,579 | 876 | 1,703 |
| Total Accounts Payable | 2,579 | 876 | 1,703 |
| Credit Card | | | |
| CalOil Card | 1,404 | 509 | 895 |
| QuickBooks Credit Card | | | |
| QBCC Field Office | 45 | | 45 |
| QBCC Home Office | 25 | | 25 |
| Total QuickBooks Credit Card | 70 | | 70 |
| Total Credit Card | 1,474 | 509 | 965 |
| Other Current Liabilities | | | |
| Payments on Account | -1,520 | | -1,520 |
| Payroll Liabilities | 23,407 | 5,102 | 18,306 |
| Sales Tax Payable | 2,100 | 181 | 1,919 |
| Total Other Current Liabilities | 23,987 | 5,283 | 18,704 |
| Total Current Liabilities | 28,040 | 6,668 | 21,373 |
| Long- Term Liabilities | | | |
| Bank Loan | -4,262 | 9,280 | -13,542 |

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Balance Sheet
As of July 31st, 2024
Reach Demo



| | Jul 24 | Jul 23 | |
|-------------------------------------|----------------|----------------|-----------------|
| | Actuals | Prior Year | Variance |
| Bank of Anycity Loan | 19,933 | | 19,933 |
| Equipment Loan | 3,911 | | 3,911 |
| Total Long- Term Liabilities | 19,582 | 9,280 | 10,302 |
| Total Liabilities | 47,622 | 15,948 | 31,675 |
| Equity | | | |
| Net Income | | -15,659 | 15,659 |
| Opening Bal Equity | 151,970 | 219,571 | -67,601 |
| Owner's Equity | | | |
| Owner's Draw | -5,000 | | -5,000 |
| Total Owner's Equity | -5,000 | | -5,000 |
| Retained Earnings | -78,914 | 2,751 | -81,665 |
| Total Equity | 68,056 | 206,663 | -138,606 |
| Total Liabilities and Equity | 115,679 | 222,610 | -106,931 |

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Cash Flow
July 31, 2024
Reach Demo



| | Jul 24 Actuals | Jul 23 Prior Year | Variance | Jan 24 - Jul 24 Actuals YTD |
|--|-------------------|----------------------|---------------|--------------------------------|
| Operating Activities | | | | |
| Net Income | | -15,659 | 15,659 | -36,874 |
| Adjustments to Net Income | | | | |
| Accounts Payable | | -2,388 | 2,388 | 1,125 |
| Accounts Receivable | | 1,678 | -1,678 | -43,170 |
| CalOil Card | | 80 | -80 | 330 |
| Employee advances | | | | -100 |
| Inventory Asset | | | | -1,954 |
| Payments on Account | | | | -1,070 |
| Payroll Liabilities | | 5,102 | -5,102 | 9,371 |
| Prepaid Insurance | | | | 500 |
| QBCC Field Office | | | | 45 |
| QBCC Home Office | | | | 25 |
| Sales Tax Payable | | | | 1,416 |
| Total Adjustments to Net Income | | 4,472 | -4,472 | -33,483 |
| Total Operating Activities | | -11,187 | 11,187 | -70,357 |
| Investing Activities | | | | |
| Accumulated Depreciation | | | | 575 |
| Total Investing Activities | | | | 575 |
| Financing Activities | | | | |
| Bank Loan | | -1,165 | 1,165 | -7,555 |
| Bank of Anycity Loan | | | | 19,933 |
| Equipment Loan | | | | 3,911 |
| Opening Bal Equity | | | | -67,601 |
| Owner's Draw | | | | -5,000 |
| Total Financing Activities | | -1,165 | 1,165 | -56,311 |
| Net Cash Increase For Period | | -12,352 | 12,352 | -126,093 |

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Monthly Report

Reach Demo



Demo Company

July 2024

Report Contents

- KPI Summary
- Key Numbers
- Profitability Trends
- Cash Management
- Performance Overview
- Budget Snapshots
- Financial Statements

Key Numbers

Jan 2024 - Jul 2024

Over the current fiscal year Reach Demo generated Total Income of \$92,028. The costs of providing core business operations, recorded as Cost of Goods Sold, amounted to \$6,245, leaving \$85,783 as Gross Profit. Since Gross Profit should be high enough to cover overhead costs recorded as Total Expense of \$123,511, as well as leave a reasonable Net Profit, knowing the Cost of Goods Sold helps estimate the company's bottom line. If it increases, Net Profit decreases. Reach Demo generated Net Profit of -\$36,874 over the current fiscal year.

| | | Jul 24 | Jun 24 | Jul 23 |
|--------------------------|------------|---------|-------------------|------------------|
| | Benchmark | ACTUALS | PRIOR MONTH TREND | PRIOR YEAR TREND |
| PROFITABILITY | | | | |
| Net Profit Margin | >10% | 0.0% | -42.3% ▲ | -1126.6% ▲ |
| Gross Profit Margin | >50% | 0.0% | 90.6% ▼ | 100.0% ▼ |
| Expenses to Income Ratio | <50% | | 142.5% | 1226.6% |
| LIQUIDITY | | | | |
| Debt to Assets | <50% | 34.5% | 34.5% ▼ | 7.0% ▲ |
| Debt to Equity | <100% | 70.0% | 70.0% ▼ | 7.7% ▲ |
| Current Ratio | > 1.5 | 4.5 | 4.5 ▼ | 32.2 ▼ |
| Cash Flow Margin | >50% | | -105.8% | -804.8% |
| Months Cash on Hand | > 3 Months | | 2.3 | 12.4 |
| EFFICIENCY | | | | |
| AR Days | 30 | 127 | 108 ▲ | 102 ▲ |
| AP Days | 30 | 4 | 4 ▲ | 8 ▼ |
| Return on Equity | >5% | 0.0% | -11.7% ▲ | -7.6% ▲ |
| Return on Assets | >5% | 0.0% | -5.8% ▲ | -6.9% ▲ |

Total Income

\$92k

↑ Jan 2024 - Jul 2024: Total Income was \$81.3k higher than Jan 2023 - Jul 2023.

Net Profit

-\$36.9k

↓ Jan 2024 - Jul 2024: Net Profit was \$24.1k lower than Jan 2023 - Jul 2023.

Liabilities

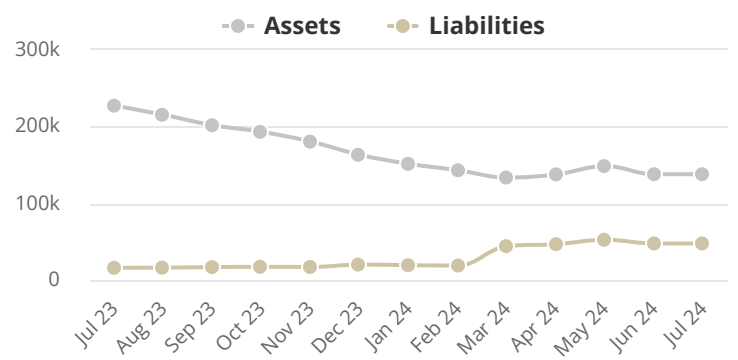
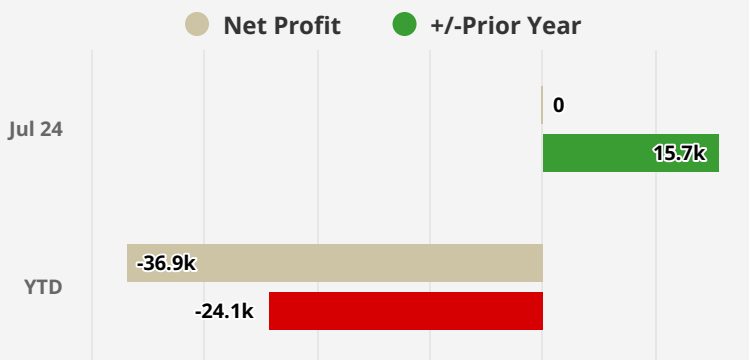
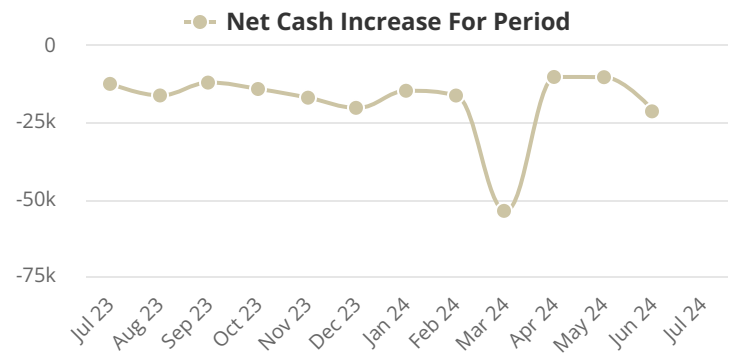
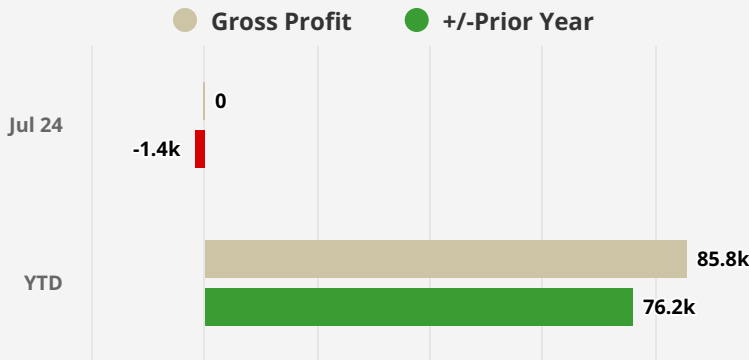
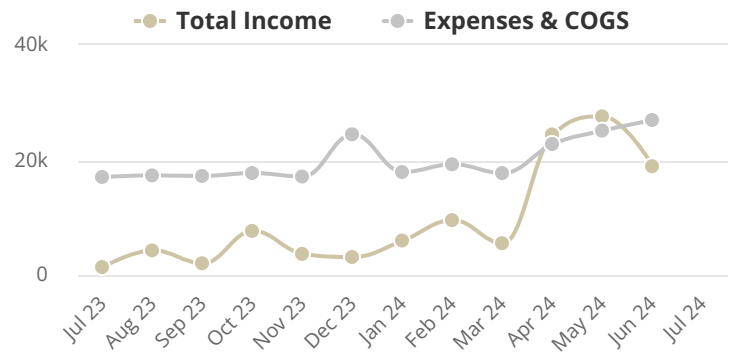
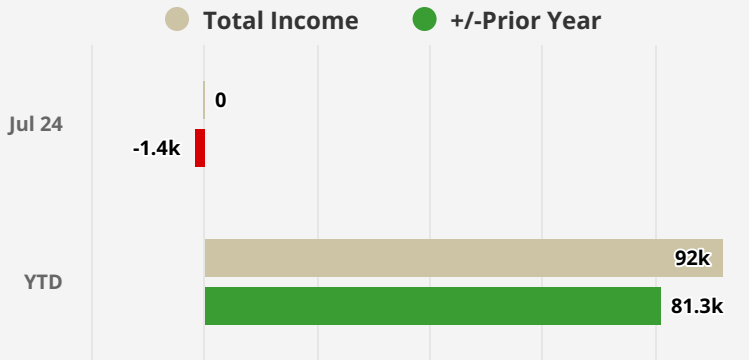
\$47.6k

↑ Jan 2024 - Jul 2024: Liabilities were \$31.7k higher than Jan 2023 - Jul 2023.

KPI Summary

KPI summary visualizes Reach Demo's complex business data in an actionable way to show at a glance where Monthly and Year to Date Actuals deviate from past year trends.

Jan 2024 - Jul 2024



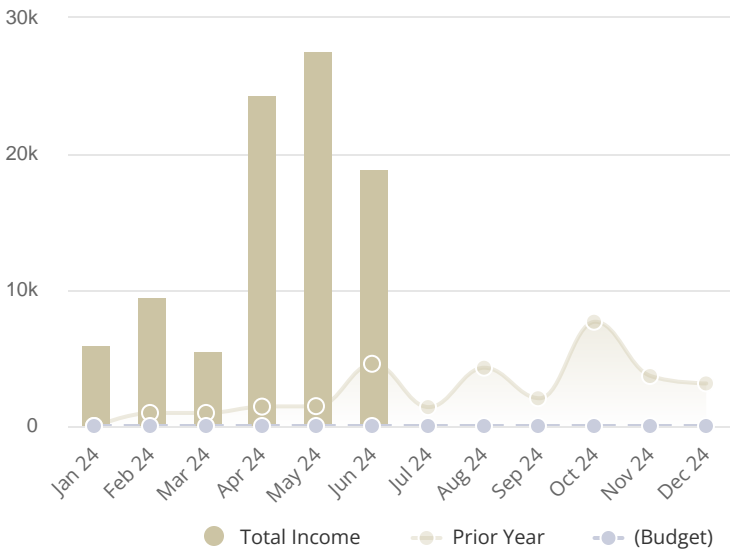
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Profitability Trends

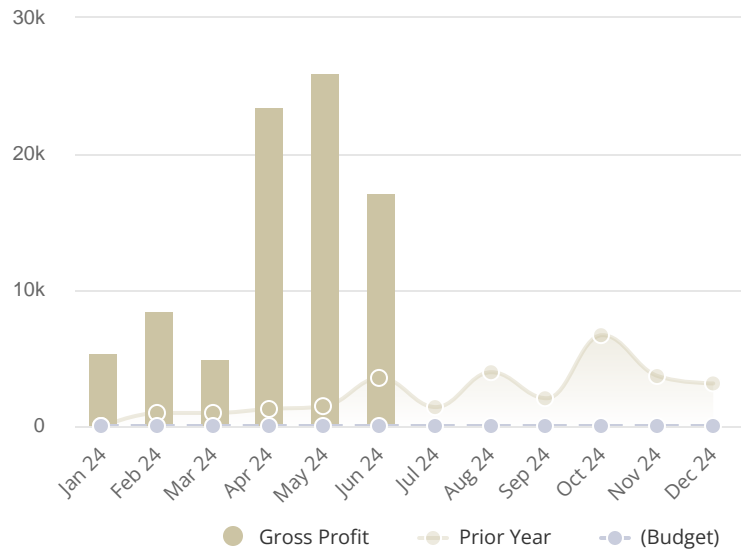
Profitability trends compare Profit and Loss Actuals with Prior Year and Budget data giving a fast insight in Reach Demo's monthly performance for the current fiscal year.

Jan 2024 - Jul 2024

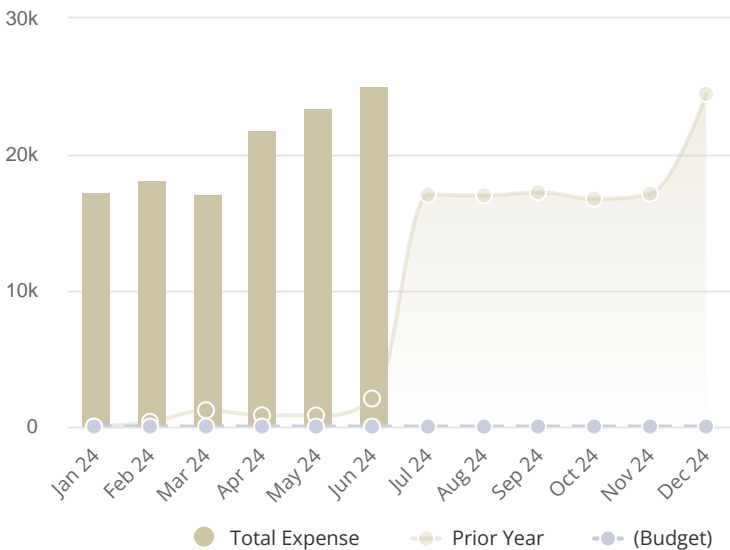
Total Income



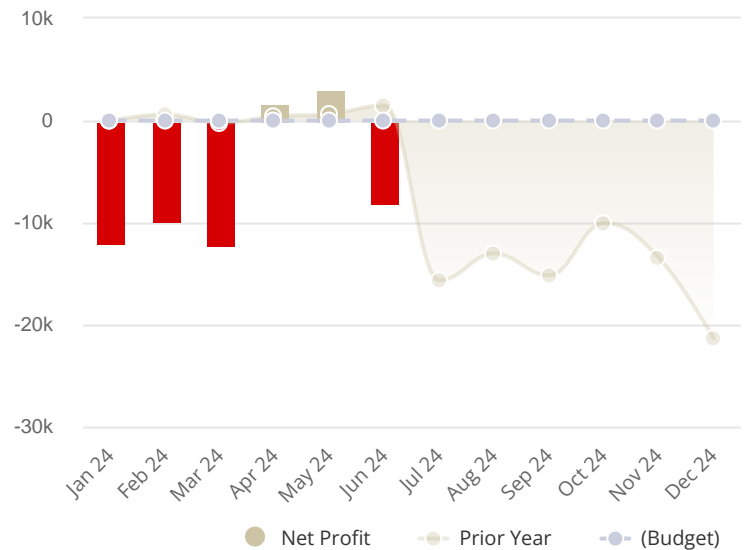
Gross Profit



Total Expense



Net Profit



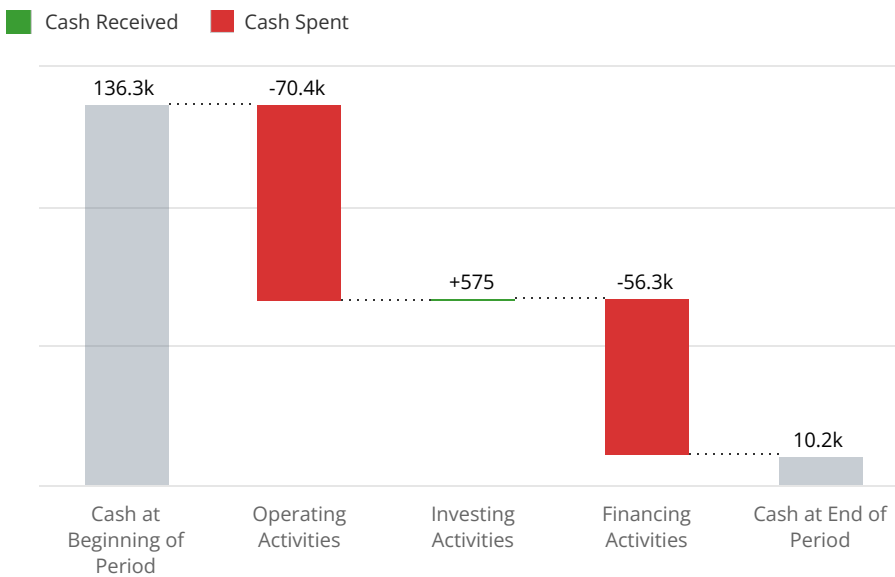
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Cash Management

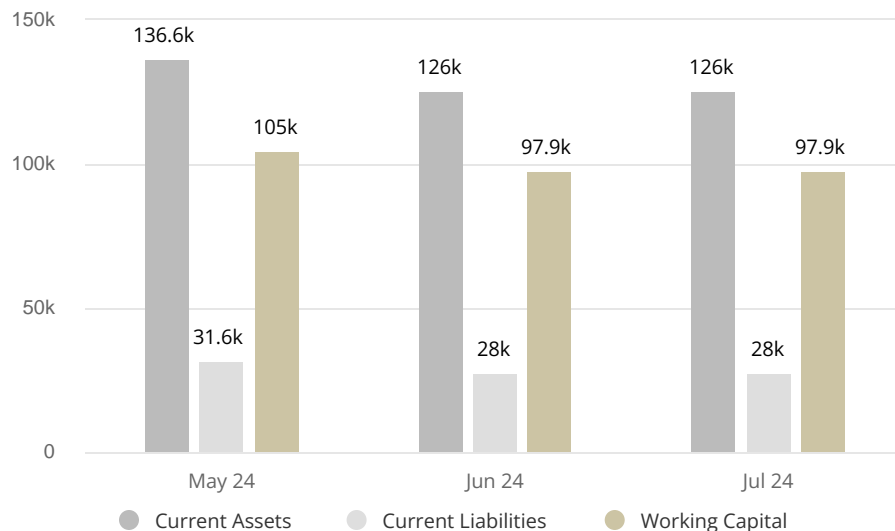
The cash management report provides an overview of Reach Demo's liquidity and current cash flow situation which is critical for sustaining the financial stability across the organization.

Jan 2024 - Jul 2024

Net Cash Increase For Period



Working Capital



Bank Accounts

\$63.6k

July 2024: Bank Accounts (\$63.6k) has seen no change from June 2024 (\$63.6k).

A strong current ratio, depending on the industry, is between 1.2 and 2. Anything below 1 is problematic as this means that the company does not have enough current/liquid assets to cover all of their current liabilities.

Current Ratio

4.49

Jan 2024 - Jul 2024: Current Ratio was 27.73 lower than Jan 2023 - Jul 2023.

Working capital is the money used to cover all of a company's short-term expenses, including inventory, payments on short-term debt, and day-to-day expenses—called operating expenses. Working capital is critical since it is used to keep a business operating smoothly and meet all its financial obligations within the coming year.

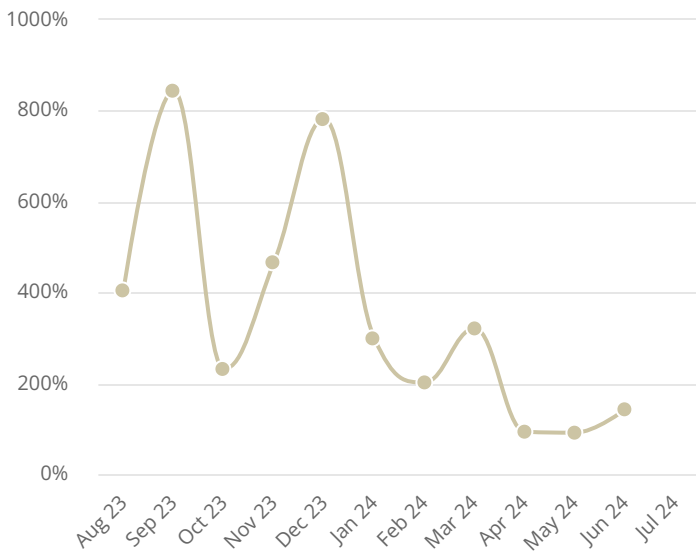
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Performance Overview

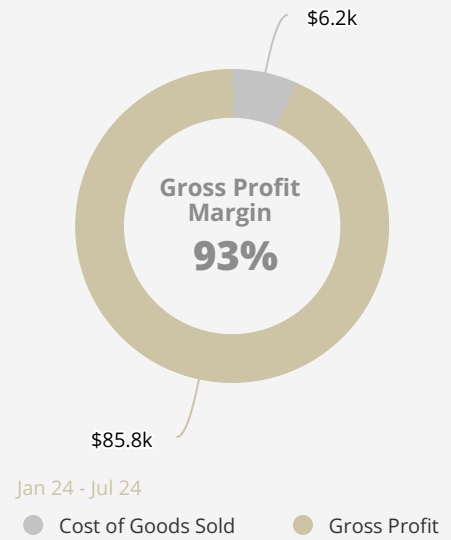
Performance overview provides additional key business insights for a more comprehensive view of Reach Demo's current profitability.

Jan 2024 - Jul 2024

Expenses to Total Income Ratio



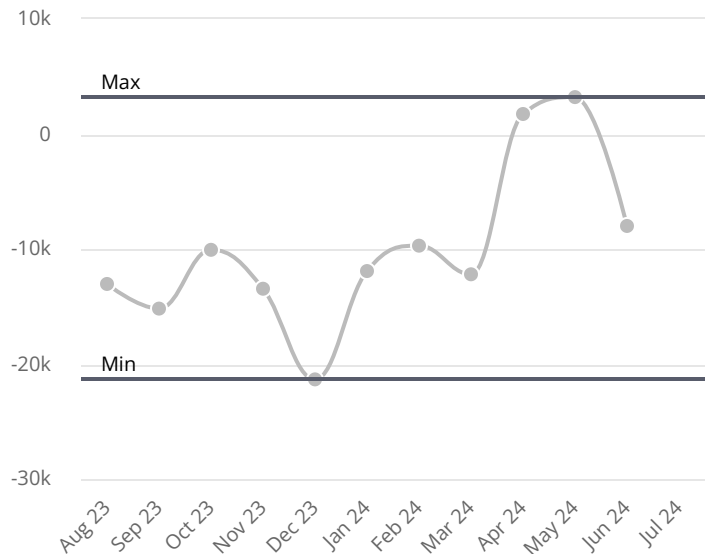
Total Income Breakdown



Break Even Margin



Net Profit



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Profit and Loss

July 2024

Reach Demo

| | Jul 24 | | Jul 23 | | | Jun 24 | | |
|-----------------------------------|---------|-------------|--------------|---------------|-------------|---------------|----------------|-------------|
| | Actuals | % of Income | Prior Year | Under/Over | % of Income | Prior Month | Under/Over | % of Income |
| Income | | | | | | | | |
| Landscaping Services | | | | | | | | |
| Design Services | | | | | | \$3,860 | -\$3,860 | 20% |
| Job Materials | | | | | | | | |
| Decks & Patios | | | | | | 45 | -45 | 0% |
| Fountains & Garden | | | | | | | | |
| Lighting | | | | | | 1,962 | -1,962 | 10% |
| Misc Materials | | | | | | 129 | -129 | 1% |
| Plants and Sod | | | | | | 1,908 | -1,908 | 10% |
| Sprinklers & Drip systems | | | | | | 1,541 | -1,541 | 8% |
| Total Job Materials | | | | | | 5,585 | -5,585 | 30% |
| Labor | | | | | | | | |
| Installation | | | 960 | -960 | 69% | 7,363 | -7,363 | 39% |
| Maintenance & Repairs | | | 430 | -430 | 31% | 406 | -406 | 2% |
| Total Labor | | | 1,390 | -1,390 | 100% | 7,769 | -7,769 | 41% |
| Total Landscaping Services | | | 1,390 | -1,390 | 100% | 17,214 | -17,214 | 91% |
| Markup Income | | | | | | 120 | -120 | 1% |
| Retail Sales | | | | | | 89 | -89 | 0% |
| Service | | | | | | 1,500 | -1,500 | 8% |
| Total Income | | | 1,390 | -1,390 | 100% | 18,923 | -18,923 | 100% |
| Cost of Goods Sold | | | | | | | | |
| Cost of Goods Sold | | | | | | 1,777 | -1,777 | 9% |
| Total Cost of Goods Sold | | | | | | 1,777 | -1,777 | 9% |
| Gross Profit | | | 1,390 | -1,390 | 100% | 17,146 | -17,146 | 91% |
| Expense | | | | | | | | |
| Automobile | | | | | | | | |
| Fuel | | | 80 | -80 | 6% | | | |
| Maintenance & Repairs | | | | | | 50 | -50 | 0% |
| Total Automobile | | | 80 | -80 | 6% | 50 | -50 | 0% |
| Bank Service Charges | | | 51 | -51 | 4% | | | |
| Delivery Fee | | | | | | -25 | 25 | 0% |
| Insurance | | | | | | | | |
| Disability | | | | | | 100 | -100 | 1% |
| Liability | | | | | | 570 | -570 | 3% |
| Worker's Comp | | | | | | 420 | -420 | 2% |
| Total Insurance | | | | | | 1,090 | -1,090 | 6% |
| Interest Expense | | | 233 | -233 | 17% | 110 | -110 | 1% |
| Total Interest Expense | | | 233 | -233 | 17% | 110 | -110 | 1% |
| Job Expenses | | | | | | | | |
| Job Materials | | | | | | | | |
| Decks & Patio | | | | | | -300 | 300 | -2% |
| Plants & Sod | | | | | | -120 | 120 | -1% |
| Total Job Materials | | | | | | -420 | 420 | -2% |

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Profit and Loss

July 2024

Reach Demo

| | Jul 24 | | Jul 23 | | | Jun 24 | | |
|----------------------------|---------|-------------|---------------|----------------|--------------|---------------|----------------|-------------|
| | Actuals | % of Income | Prior Year | Under/Over | % of Income | Prior Month | Under/Over | % of Income |
| Total Job Expenses | | | | | | -420 | 420 | -2% |
| Payroll Expenses | | | 16,186 | -16,186 | 1164% | 22,368 | -22,368 | 118% |
| Rent | | | | | | 1,600 | -1,600 | 8% |
| Utilities | | | | | | | | |
| Gas and Electric | | | 312 | -312 | 22% | 275 | -275 | 1% |
| Telephone | | | 133 | -133 | 10% | 90 | -90 | 0% |
| Water | | | 54 | -54 | 4% | 47 | -47 | 0% |
| Total Utilities | | | 499 | -499 | 36% | 412 | -412 | 2% |
| Total Expense | | | 17,049 | -17,049 | 1227% | 25,184 | -25,184 | 133% |
| Net Operating Income | | | -15,659 | 15,659 | -1127% | -8,039 | 8,039 | -42% |
| Other Income | | | | | | | | |
| Interest Income | | | | | | 42 | -42 | 0% |
| Total Other Income | | | | | | 42 | -42 | 0% |
| Other Expense | | | | | | | | |
| Total Other Expense | | | | | | | | |
| Net Profit | | | -\$15,659 | \$15,659 | -1127% | -\$7,996 | \$7,996 | -42% |

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Profit and Loss

7 Months Ended July 31, 2024

Reach Demo

| | Jan 24 - Jul 24 | | Jan 23 - Jul 23 | | | |
|-----------------------------------|-----------------|-------------|-----------------|---------------|--------------|-------------|
| | Actuals | % of Income | Prior Year | Under/Over | % Under/Over | % of Income |
| Income | | | | | | |
| Landscaping Services | | | | | | |
| Design Services | 13,785 | 15% | | 13,785 | | |
| Job Materials | | | | | | |
| Decks & Patios | 515 | 1% | | 515 | | |
| Fountains & Garden Lighting | 8,461 | 9% | 327 | 8,134 | 2487% | 3% |
| Misc Materials | 141 | 0% | | 141 | | |
| Plants and Sod | 8,299 | 9% | 431 | 7,868 | 1824% | 4% |
| Sprinklers & Drip systems | 5,623 | 6% | 1,329 | 4,294 | 323% | 12% |
| Total Job Materials | 23,039 | 25% | 2,087 | 20,952 | 1004% | 19% |
| Labor | | | | | | |
| Installation | 39,907 | 43% | 6,320 | 33,587 | 531% | 59% |
| Maintenance & Repairs | 5,766 | 6% | 1,230 | 4,536 | 369% | 11% |
| Total Labor | 45,673 | 50% | 7,550 | 38,123 | 505% | 70% |
| Total Landscaping Services | 82,497 | 90% | 9,637 | 72,860 | 756% | 89% |
| Markup Income | 815 | 1% | | 815 | | |
| Retail Sales | 576 | 1% | 164 | 412 | 251% | 2% |
| Service | 8,140 | 9% | 970 | 7,170 | 739% | 9% |
| Total Income | 92,028 | 100% | 10,771 | 81,257 | 754% | 100% |
| Cost of Goods Sold | | | | | | |
| Cost of Goods Sold | 6,245 | 7% | 1,216 | 5,029 | 414% | 11% |
| Total Cost of Goods Sold | 6,245 | 7% | 1,216 | 5,029 | 414% | 11% |
| Gross Profit | 85,783 | 93% | 9,555 | 76,228 | 798% | 89% |
| Expense | | | | | | |
| Automobile | | | | | | |
| Fuel | 337 | 0% | 509 | -172 | -34% | 5% |
| Insurance | 855 | 1% | | 855 | | |
| Maintenance & Repairs | 255 | 0% | | 255 | | |
| Total Automobile | 1,447 | 2% | 509 | 938 | 184% | 5% |
| Bank Service Charges | 300 | 0% | 204 | 96 | 47% | 2% |
| Delivery Fee | 125 | 0% | | 125 | | |
| Depreciation | 575 | 1% | 575 | | | 5% |
| Insurance | 500 | 1% | | 500 | | |
| Disability | 300 | 0% | | 300 | | |
| Liability | 1,710 | 2% | | 1,710 | | |
| Worker's Comp | 1,260 | 1% | | 1,260 | | |
| Total Insurance | 3,770 | 4% | | 3,770 | | |
| Interest Expense | 1,123 | 1% | 1,271 | -148 | -12% | 12% |
| Total Interest Expense | 1,123 | 1% | 1,271 | -148 | -12% | 12% |
| Job Expenses | | | | | | |
| Equipmental Rental | 49 | 0% | | 49 | | |
| Job Materials | | | | | | |
| Decks & Patio | 390 | 0% | 1,150 | -760 | -66% | 11% |
| Fountains & Garden Lighting | 2,300 | 2% | | 2,300 | | |

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Profit and Loss

7 Months Ended July 31, 2024

Reach Demo

| | Jan 24 - Jul 24 | | Jan 23 - Jul 23 | | | |
|--------------------------------|-----------------|-------------|-----------------|----------------|---------------|-------------|
| | Actuals | % of Income | Prior Year | Under/Over | % Under/Over | % of Income |
| Plants & Sod | 682 | 1% | | 682 | | |
| Total Job Materials | 3,372 | 4% | 1,150 | 2,222 | 193% | 11% |
| Subcontractors | 375 | 0% | | 375 | | |
| Total Job Expenses | 3,796 | 4% | 1,150 | 2,646 | 230% | 11% |
| Miscellaneous | 1,694 | 2% | | 1,694 | | |
| Office Supplies | 270 | 0% | | 270 | | |
| Payroll Expenses | 101,057 | 110% | 16,186 | 84,871 | 524% | 150% |
| Professional Fees | | | | | | |
| Legal | 750 | 1% | | 750 | | |
| Total Professional Fees | 750 | 1% | | 750 | | |
| Rent | 4,800 | 5% | | 4,800 | | |
| Repairs | | | | | | |
| Computer Repairs | 150 | 0% | 350 | -200 | -57% | 3% |
| Equipment Repairs | 45 | 0% | | 45 | | |
| Total Repairs | 195 | 0% | 350 | -155 | -44% | 3% |
| Tools and Misc. Equipment | 835 | 1% | | 835 | | |
| Utilities | | | | | | |
| Gas and Electric | 1,713 | 2% | 1,393 | 320 | 23% | 13% |
| Telephone | 570 | 1% | 475 | 95 | 20% | 4% |
| Water | 491 | 1% | 197 | 294 | 149% | 2% |
| Total Utilities | 2,774 | 3% | 2,065 | 709 | 34% | 19% |
| Total Expense | 123,511 | 134% | 22,309 | 101,201 | 454% | 207% |
| Net Operating Income | -37,728 | -41% | -12,754 | -24,973 | -196% | -118% |
| Other Income | | | | | | |
| Interest Income | 91 | 0% | 7 | 85 | 1285% | 0% |
| Misc Income | 763 | 1% | | 763 | | |
| Total Other Income | 854 | 1% | 7 | 847 | 12873% | 0% |
| Other Expense | | | | | | |
| Total Other Expense | | | | | | |
| Net Profit | -36,874 | -40% | -12,748 | -24,126 | -189% | -118% |

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Balance Sheet

As of July 31st, 2024

Reach Demo

| | Jul 24 | | Jul 23 | | | Jun 24 | | |
|-------------------------------------|----------------|-------------|----------------|-----------------|-------------|----------------|------------|-------------|
| | Actuals | % of Assets | Prior Year | Under/Over | % of Assets | Prior Month | Under/Over | % of Assets |
| Assets | | | | | | | | |
| Current Assets | | | | | | | | |
| Bank Accounts | | | | | | | | |
| Cash Expenditures | 225 | 0% | | 225 | | 225 | | 0% |
| Checking | 57,389 | 42% | 186,891 | -129,502 | 82% | 57,389 | | 42% |
| Savings | 5,988 | 4% | 20,570 | -14,583 | 9% | 5,988 | | 4% |
| Total Bank Accounts | 63,602 | 46% | 207,461 | -143,859 | 91% | 63,602 | | 46% |
| Accounts Receivable | | | | | | | | |
| Accounts Receivable | 54,709 | 40% | 5,190 | 49,519 | 2% | 54,709 | | 40% |
| Total Accounts Receivable | 54,709 | 40% | 5,190 | 49,519 | 2% | 54,709 | | 40% |
| Other Current Assets | | | | | | | | |
| Employee advances | 100 | 0% | | 100 | | 100 | | 0% |
| Inventory Asset | 6,937 | 5% | 2,164 | 4,773 | 1% | 6,937 | | 5% |
| Prepaid Insurance | 500 | 0% | | 500 | | 500 | | 0% |
| Undeposited Funds | 110 | 0% | | 110 | | 110 | | 0% |
| Total Other Current Assets | 7,647 | 6% | 2,164 | 5,483 | 1% | 7,647 | | 6% |
| Total Current Assets | 125,957 | 91% | 214,815 | -88,857 | 94% | 125,957 | | 91% |
| Fixed Assets | | | | | | | | |
| Truck | | | | | | | | |
| Accumulated Depreciation | -1,725 | -1% | -1,150 | -575 | -1% | -1,725 | | -1% |
| Original Purchase | 13,750 | 10% | 13,750 | | 6% | 13,750 | | 10% |
| Total Truck | 12,025 | 9% | 12,600 | -575 | 6% | 12,025 | | 9% |
| Total Fixed Assets | 12,025 | 9% | 12,600 | -575 | 6% | 12,025 | | 9% |
| Other Assets | | | | | | | | |
| Total Other Assets | | | | | | | | |
| Total Assets | 137,982 | 100% | 227,415 | -89,432 | 100% | 137,982 | | 100% |
| Liabilities and Equity | | | | | | | | |
| Liabilities | | | | | | | | |
| Current Liabilities | | | | | | | | |
| Accounts Payable | | | | | | | | |
| Accounts Payable | 2,579 | 2% | 876 | 1,703 | 0% | 2,579 | | 2% |
| Total Accounts Payable | 2,579 | 2% | 876 | 1,703 | 0% | 2,579 | | 2% |
| Credit Card | | | | | | | | |
| CalOil Card | 1,404 | 1% | 509 | 895 | 0% | 1,404 | | 1% |
| QuickBooks Credit Card | | | | | | | | |
| QBCC Field Office | 45 | 0% | | 45 | | 45 | | 0% |
| QBCC Home Office | 25 | 0% | | 25 | | 25 | | 0% |
| Total QuickBooks Credit Card | 70 | 0% | | 70 | | 70 | | 0% |
| Total Credit Card | 1,474 | 1% | 509 | 965 | 0% | 1,474 | | 1% |
| Other Current Liabilities | | | | | | | | |
| Payments on Account | -1,520 | -1% | | -1,520 | | -1,520 | | -1% |
| Payroll Liabilities | 23,407 | 17% | 5,102 | 18,306 | 2% | 23,407 | | 17% |

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Balance Sheet

As of July 31st, 2024

Reach Demo

| | Jul 24 | | Jul 23 | | | Jun 24 | | |
|--|----------------|-------------|----------------|-----------------|-------------|----------------|------------|-------------|
| | Actuals | % of Assets | Prior Year | Under/Over | % of Assets | Prior Month | Under/Over | % of Assets |
| Sales Tax Payable | 2,100 | 2% | 181 | 1,919 | 0% | 2,100 | | 2% |
| Total Other Current Liabilities | 23,987 | 17% | 5,283 | 18,704 | 2% | 23,987 | | 17% |
| Total Current Liabilities | 28,040 | 20% | 6,668 | 21,373 | 3% | 28,040 | | 20% |
| Long- Term Liabilities | | | | | | | | |
| Bank Loan | -4,262 | -3% | 9,280 | -13,542 | 4% | -4,262 | | -3% |
| Bank of Anycity Loan | 19,933 | 14% | | 19,933 | | 19,933 | | 14% |
| Equipment Loan | 3,911 | 3% | | 3,911 | | 3,911 | | 3% |
| Total Long- Term Liabilities | 19,582 | 14% | 9,280 | 10,302 | 4% | 19,582 | | 14% |
| Total Liabilities | 47,622 | 35% | 15,948 | 31,675 | 7% | 47,622 | | 35% |
| Equity | | | | | | | | |
| Net Income | | | -15,659 | 15,659 | -7% | -125,619 | 125,619 | -91% |
| Opening Bal Equity | 151,970 | 110% | 219,571 | -67,601 | 97% | 151,970 | | 110% |
| Owner's Equity | | | | | | | | |
| Owner's Draw | -5,000 | -4% | | -5,000 | | -5,000 | | -4% |
| Total Owner's Equity | -5,000 | -4% | | -5,000 | | -5,000 | | -4% |
| Retained Earnings | -78,914 | -57% | 2,751 | -81,665 | 1% | 46,706 | -125,619 | 34% |
| Total Equity | 68,056 | 49% | 206,663 | -138,606 | 91% | 68,056 | | 49% |
| Total Liabilities and Equity | 115,679 | 84% | 222,610 | -106,931 | 98% | 115,679 | | 84% |

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Cash Flow

July 2024

Reach Demo

| | Jul 24 | | Jul 23 | | | Jun 24 | | |
|--|---------|-----------------|----------------|---------------|-----------------|----------------|---------------|-----------------|
| | Actuals | % of Net Income | Prior Year | Under/Over | % of Net Income | Prior Month | Under/Over | % of Net Income |
| Operating Activities | | | | | | | | |
| Net Income | | | -15,659 | 15,659 | 100% | -7,996 | 7,996 | 100% |
| Adjustments to Net Income | | | | | | | | |
| Accounts Payable | | | -2,388 | 2,388 | 15% | -7,180 | 7,180 | 90% |
| Accounts Receivable | | | 1,678 | -1,678 | -11% | -9,904 | 9,904 | 124% |
| CalOil Card | | | 80 | -80 | -1% | 50 | -50 | -1% |
| Inventory Asset | | | | | | 1,441 | -1,441 | -18% |
| Payroll Liabilities | | | 5,102 | -5,102 | -33% | 3,482 | -3,482 | -44% |
| Sales Tax Payable | | | | | | 86 | -86 | -1% |
| Total Adjustments to Net Income | | | 4,472 | -4,472 | -29% | -12,026 | 12,026 | 150% |
| Total Operating Activities | | | -11,187 | 11,187 | 71% | -20,022 | 20,022 | 250% |
| Investing Activities | | | | | | | | |
| Total Investing Activities | | | | | | | | |
| Financing Activities | | | | | | | | |
| Bank Loan | | | -1,165 | 1,165 | 7% | -1,288 | 1,288 | 16% |
| Total Financing Activities | | | -1,165 | 1,165 | 7% | -1,288 | 1,288 | 16% |
| Net Cash Increase For Period | | | -12,352 | 12,352 | 79% | -21,310 | 21,310 | 266% |

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