



Month-End Financial Dashboard - Skilled Trades

Basis of Preparation

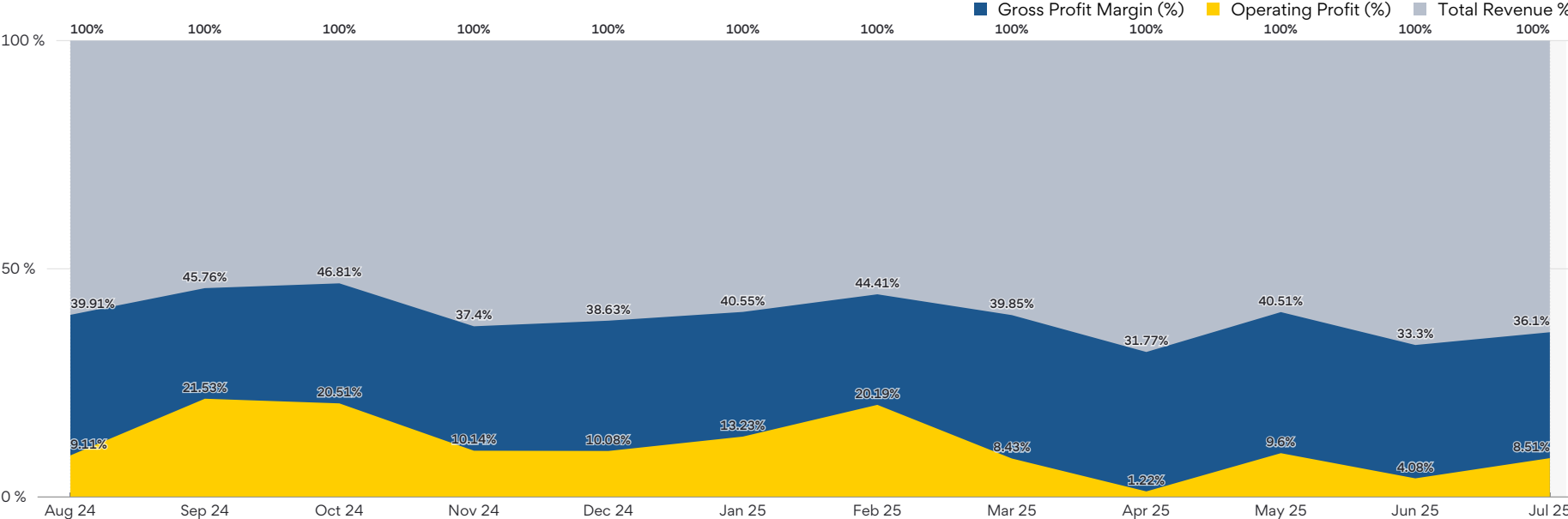
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Revenue Profitability Snapshot - Current Month

Revenue/Profitability Snapshot



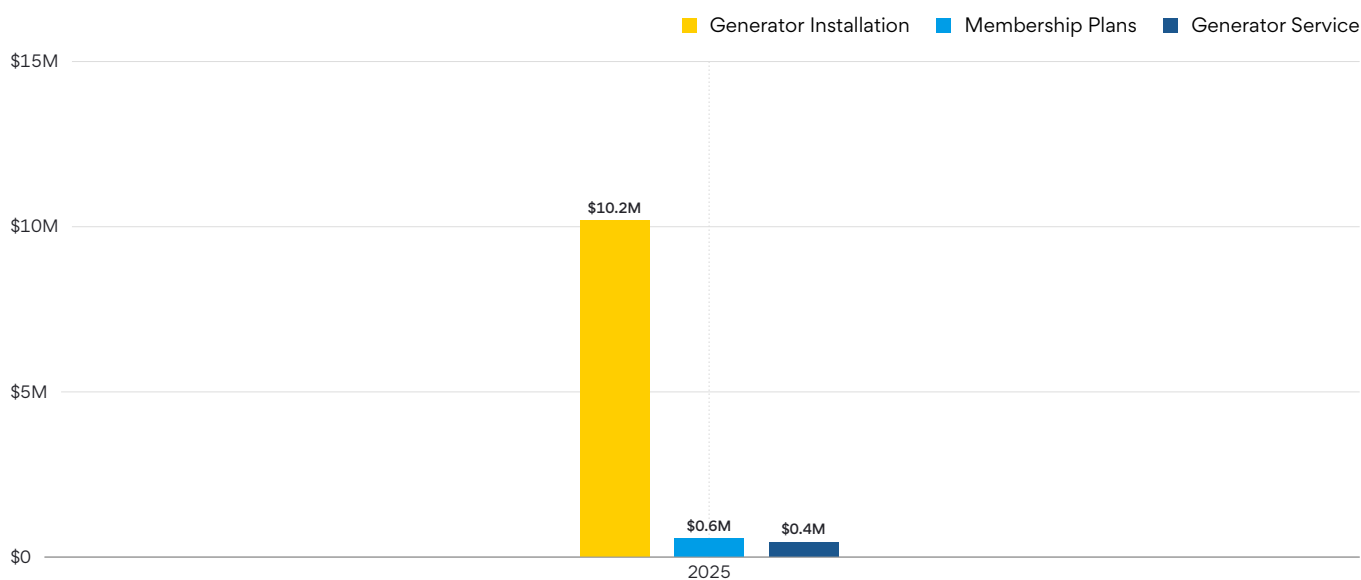
KPIs	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025
Gross Profit Margin	38.76%	39.91%	45.76%	46.81%	37.40%	38.63%	40.55%	44.41%	39.85%	31.77%	40.51%	33.30%	36.10%
Operating Profit Margin	2.31%	9.11%	21.53%	20.51%	10.14%	10.08%	13.23%	20.19%	8.43%	1.22%	9.60%	4.08%	8.51%

Major Revenue Contributors Comparison to Prior Year: Snapshot

Major Revenue Contributors: YTD

REVENUE	2025 (YTD)	% Income (YTD)	Last Year (YTD)	% Income(last year YTD)	\$ Change	% Change
Revenues						
Sales	\$315	0.0%	\$0	0.0%	\$315	-
Membership Plans	\$560,400	4.9%	\$379,044	8.9%	\$181,356	47.85%
Generator Service	\$447,625	3.9%	\$339,554	7.9%	\$108,070	31.83%
Generator Maintenance	\$90,230	0.8%	\$25,116	0.6%	\$65,114	259.25%
Generator Installation	\$10,185,539	89.3%	\$3,080,705	72.0%	\$7,104,834	230.62%
Generator Warranty Repairs	\$103,142	0.9%	\$118,695	2.8%	(\$15,553)	-13.10%
Equipment Sales	\$143,660	1.3%	\$352,371	8.2%	(\$208,711)	-59.23%
Total Revenues	\$11,530,910	101.1%	\$4,295,485	100.4%	\$7,235,425	168.44%
Refunds & Discounts						
Refunds and Exchange	(\$29,057)	-0.3%	(\$15,003)	-0.4%	(\$14,054)	-93.67%
Discounts	(\$66,960)	-0.6%	\$0	0.0%	(\$66,960)	-
Bad Debt Expense	(\$26,625)	-0.2%	\$0	0.0%	(\$26,625)	-
Total Refunds & Discounts	(\$122,642)	-1.1%	(\$15,003)	-0.4%	(\$107,639)	-717.44%
Total Revenue	\$11,408,268	100.0%	\$4,280,482	100.0%	\$7,127,786	166.52%

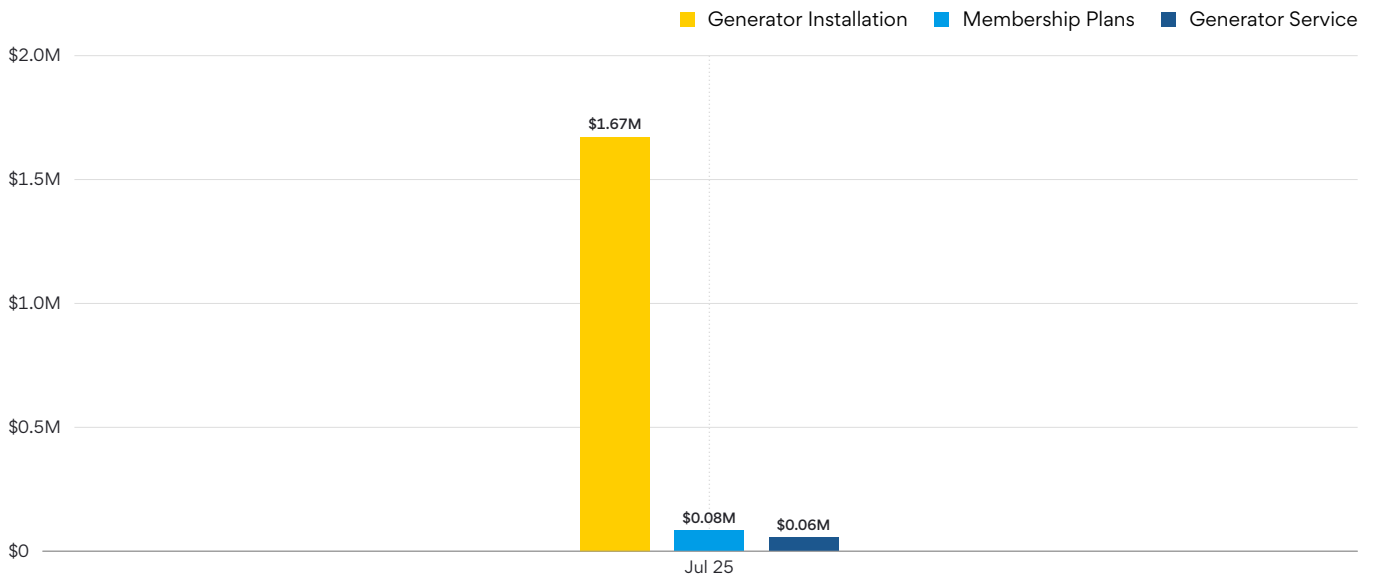
YTD



Major Revenue Contributors: Current Month

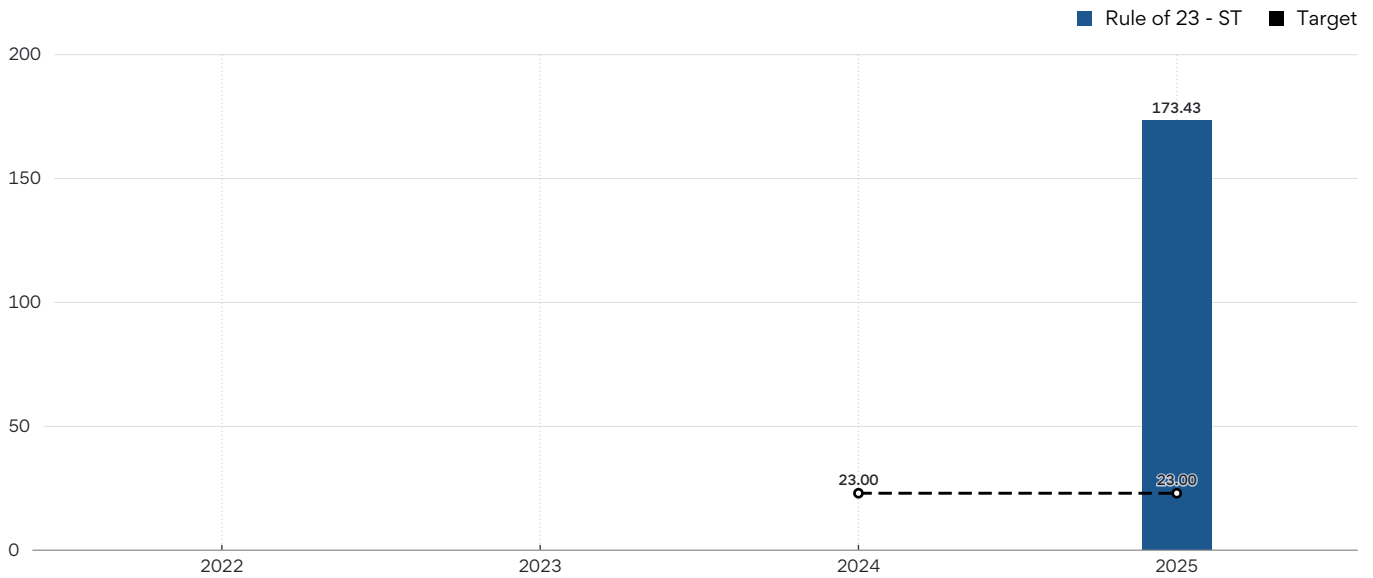
REVENUE	Jul 2025	% Income (this month)	Jul 2024	% Income (same month last year)	\$ Change	% Change
Revenues						
Membership Plans	\$82,596	4.5%	\$64,516	6.1%	\$18,080	28.02%
Generator Service	\$55,334	3.0%	\$56,424	5.3%	(\$1,091)	-1.93%
Generator Maintenance	\$7,405	0.4%	\$8,649	0.8%	(\$1,244)	-14.38%
Generator Installation	\$1,672,159	91.3%	\$880,270	82.7%	\$791,889	89.96%
Generator Warranty Repairs	\$7,494	0.4%	\$39,057	3.7%	(\$31,562)	-80.81%
Equipment Sales	\$18,264	1.0%	\$22,378	2.1%	(\$4,114)	-18.38%
Total Revenues	\$1,843,252	100.7%	\$1,071,294	100.7%	\$771,958	72.06%
Refunds & Discounts						
Refunds and Exchange	(\$5,250)	-0.3%	(\$7,431)	-0.7%	\$2,181	29.35%
Discounts	(\$7,326)	-0.4%	\$0	0.0%	(\$7,326)	-
Total Refunds & Discounts	(\$12,576)	-0.7%	(\$7,431)	-0.7%	(\$5,145)	-69.23%
Total Revenue	\$1,830,676	100.0%	\$1,063,863	100.0%	\$766,814	72.08%

MTD



Rule of 23

Rule of 23 vs Target : YTD and Prior 3 Years



The Rule of 23 is a composite that is made up of 3 components:

1. Growth Rate %
2. Corporate Wages %
3. Net Income %

This composite is a useful measure of how the business is operating. All businesses have different strategies. Whether your strategy is to rapidly grow, be as profitable as possible, or find a balance between the two, then you should be aiming to achieve a target of 23 when all these 3 percentages are added together.

Profit & Loss Comparison To Prior YTD & MTD

Snapshot

Profit and Loss Statement: YTD

	2025 (YTD)	% Income - (This Year YTD)	2024 (YTD)	% Income (Last Year YTD)	\$ Change	% Change
Revenue						
Revenues	\$11,530,910	101.1%	\$4,295,485	100.4%	\$7,235,425	168.44%
Refunds & Discounts	(\$122,642)	-1.1%	(\$15,003)	-0.4%	(\$107,639)	-717.44%
Total Revenue	\$11,408,268	100.0%	\$4,280,482	100.0%	\$7,127,786	166.52%
Cost of Goods Sold						
Cost of Goods Sold	\$7,053,193	61.8%	\$2,774,887	64.8%	\$4,278,306	154.18%
Gross Profit	\$4,355,075	38.2%	\$1,505,595	35.2%	\$2,849,480	189.26%
Expenses						
Selling and Advertising	\$1,303,367	11.4%	\$565,405	13.2%	\$737,962	130.52%
Auto Direct	\$305,549	2.7%	\$177,121	4.1%	\$128,428	72.51%
General and Admin Wages	\$714,547	6.3%	\$593,733	13.9%	\$120,814	20.35%
General and Admin Other	\$932,818	8.2%	\$572,712	13.4%	\$360,106	62.88%
Total Expenses	\$3,256,282	28.5%	\$1,908,971	44.6%	\$1,347,311	70.58%
Operating Profit	\$1,098,793	9.6%	(\$403,376)	-9.4%	\$1,502,169	372.40%
Other Income						
Other Tax Exempt Income	\$32,384	0.3%	\$3,317	0.1%	\$29,068	876.45%
Other Expenses						
Other Expenses	\$332,726	2.9%	\$350,000	8.2%	(\$17,274)	-4.94%
Earnings Before Interest & Tax	\$798,452	7.0%	(\$750,060)	-17.5%	\$1,548,511	206.45%
Tax Expenses						
Property Taxes	\$10,488	0.1%	\$0	0.0%	\$10,488	-
Earnings After Tax	\$787,963	6.9%	(\$750,060)	-17.5%	\$1,538,023	205.05%
Net Income	\$787,963	6.9%	(\$750,060)	-17.5%	\$1,538,023	205.05%

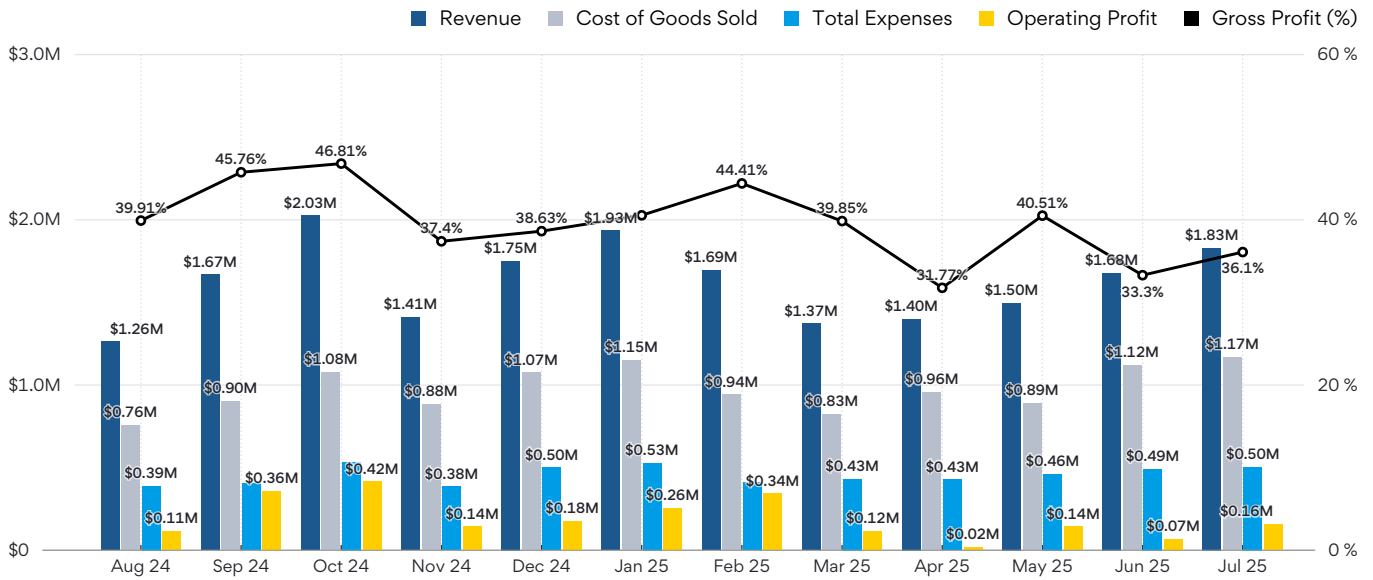
Profit and Loss Statement: Current Month

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Revenue						
Revenues	\$1,843,252	100.7%	\$1,071,294	100.7%	\$771,958	72.06%
Refunds & Discounts	(\$12,576)	-0.7%	(\$7,431)	-0.7%	(\$5,145)	-69.23%
Total Revenue	\$1,830,676	100.0%	\$1,063,863	100.0%	\$766,814	72.08%
Cost of Goods Sold						
Cost of Goods Sold	\$1,169,871	63.9%	\$651,473	61.2%	\$518,399	79.57%
Gross Profit	\$660,805	36.1%	\$412,390	38.8%	\$248,415	60.24%
Expenses						
Selling and Advertising	\$205,633	11.2%	\$97,225	9.1%	\$108,408	111.50%
Auto Direct	\$42,917	2.3%	\$36,520	3.4%	\$6,397	17.52%
General and Admin Wages	\$79,980	4.4%	\$96,577	9.1%	(\$16,597)	-17.19%
General and Admin Other	\$176,423	9.6%	\$157,441	14.8%	\$18,983	12.06%
Total Expenses	\$504,953	27.6%	\$387,763	36.4%	\$117,191	30.22%
Operating Profit	\$155,852	8.5%	\$24,627	2.3%	\$131,224	532.84%

Profit and Loss Statement: Current Month

	Jul 2025	% Income - (This Month)	Jul 2024	% Income (Same Month Last Year)	\$ Change	% Change
Other Income						
Other Tax Exempt Income	\$6,198	0.3%	\$1,153	0.1%	\$5,046	437.70%
Other Expenses						
Other Expenses	\$82,726	4.5%	\$50,000	4.7%	\$32,726	65.45%
Earnings Before Interest & Tax	\$79,324	4.3%	(\$24,220)	-2.3%	\$103,544	427.51%
Net Income	\$79,324	4.3%	(\$24,220)	-2.3%	\$103,544	427.51%

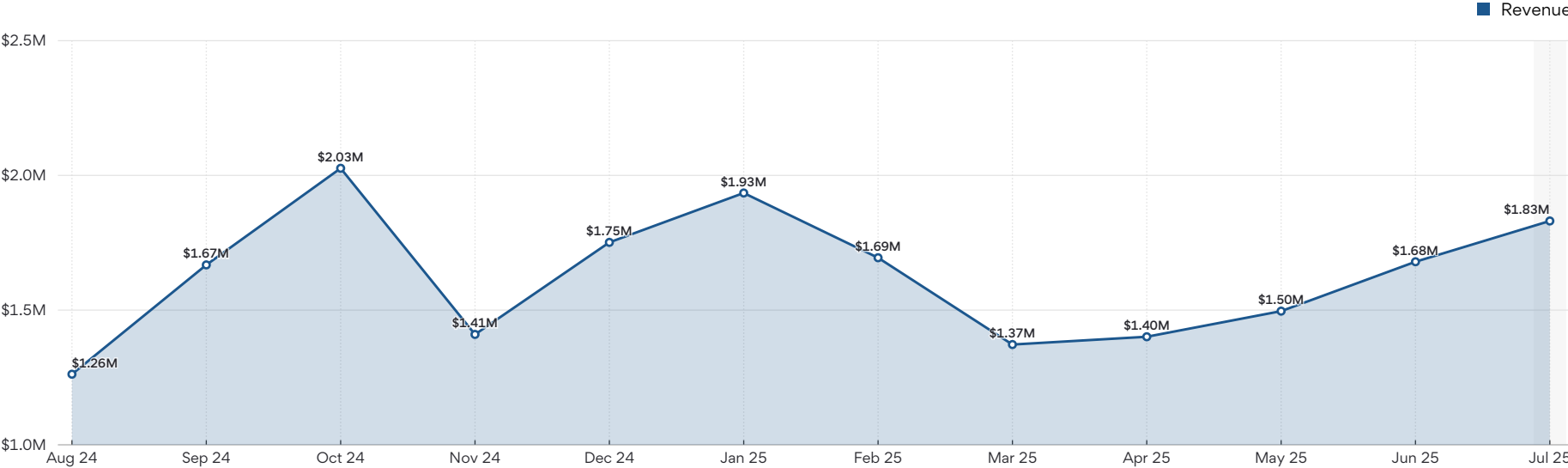
Profit and Loss Snapshot Chart



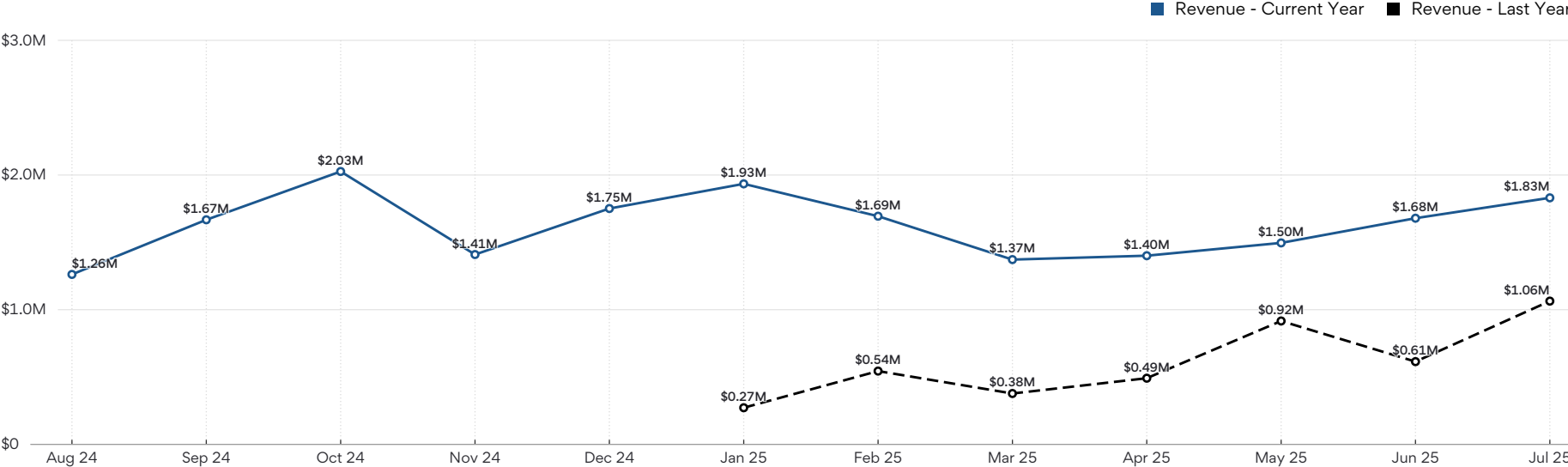
Notes:

Revenue Trend Line

Trailing 12 months

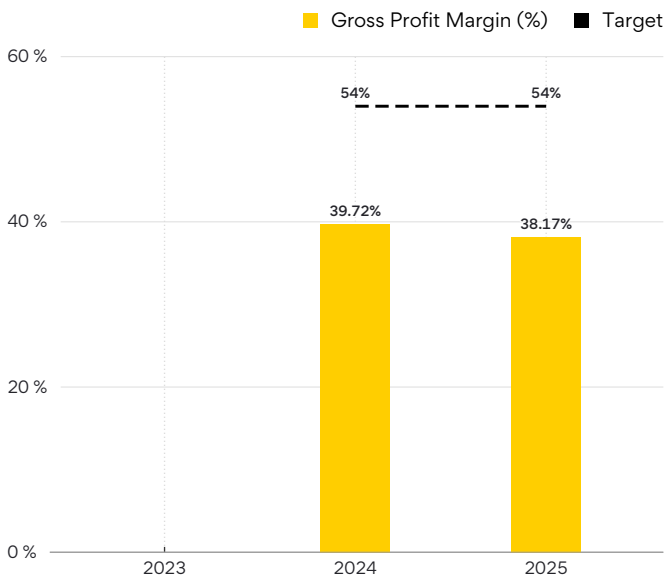


Current Year vs Last Year

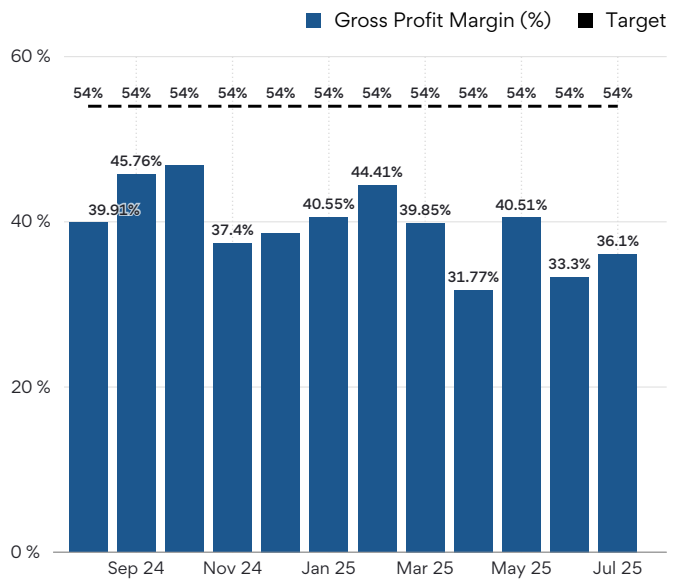


KPI Trending vs Industry Targets

Gross Profit Margin (%) vs Target: YTD and Prior 2 Y...



Gross Profit Margin (%) vs Target: Trailing 12 Months



Gross margin % is the overall measure of how efficiently the operational side of the business is performing. It is made up of direct labor, materials, and other direct costs that are incurred in order to get the job done. Costs that happen "on the road" are all costs that should be included in cost of goods sold. Gross margin is an important piece of break-even point and a higher % is better. The target range for gross margin for the skilled trades should be 50-55%.

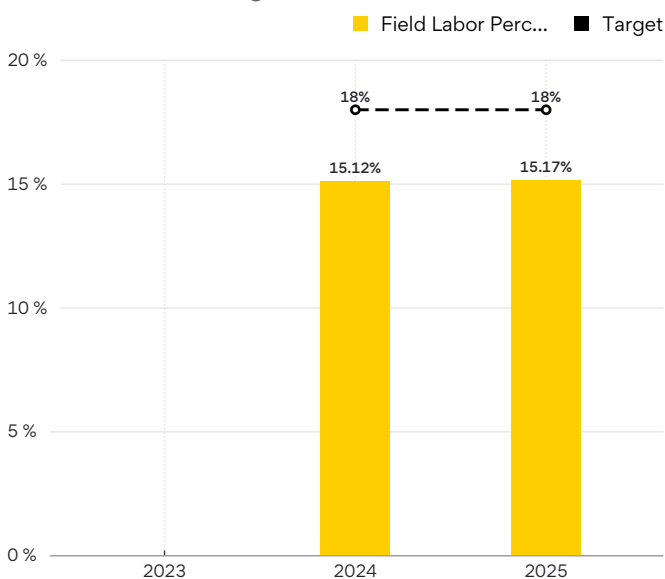


Gross Margin % Analysis

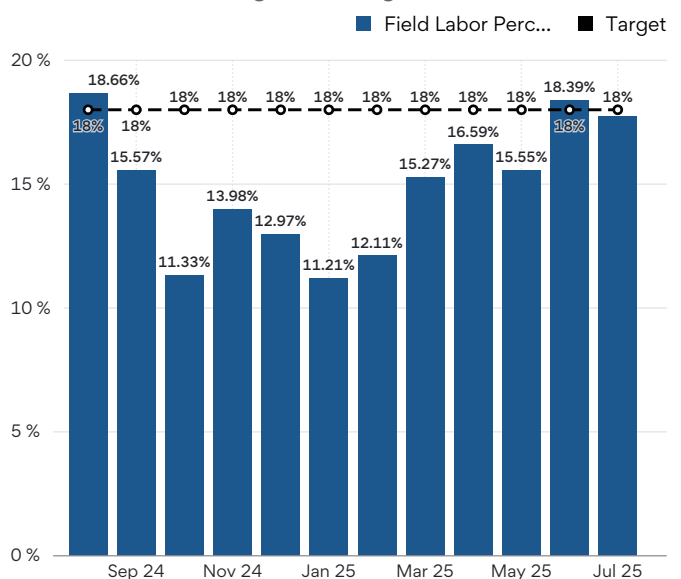
Gross Profit Margin 36.1% (This month target 54%)

When gross profit margin is below the target, 1 or more categories of gross margin can be out of line. Review other cost of good sold KPIs if below to help narrow down the problem. When all categories of cost of goods sold are higher than the target, this is and indicator that pricing needs to be addressed.

Field Labor % vs Target: YTD and Prior 2 Years



Field Labor % vs Target: Trailing 12 Months



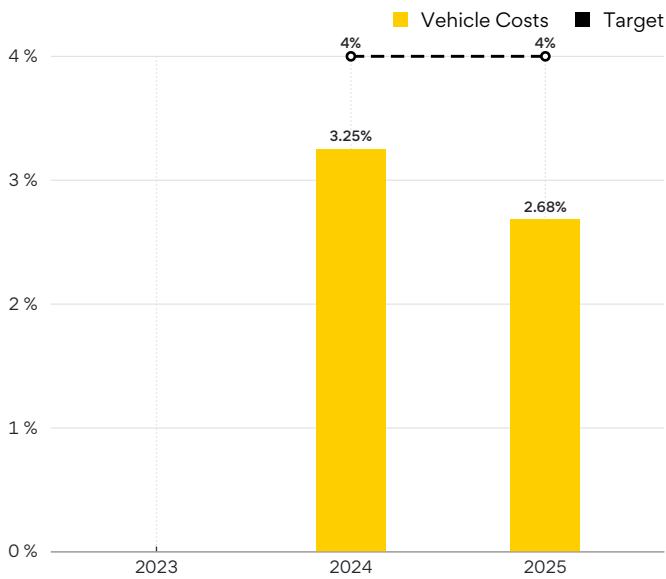
Field Labor % is one of the most important KPIs in the HVAC, roofing, electrical, and plumbing industries. Controlling this financial metric can ensure a business stays as profitable as possible. Direct Labor % includes gross wages, commissions, and overtime. An acceptable range for direct labor margin is 18-22%.

 Field Labor % Analysis

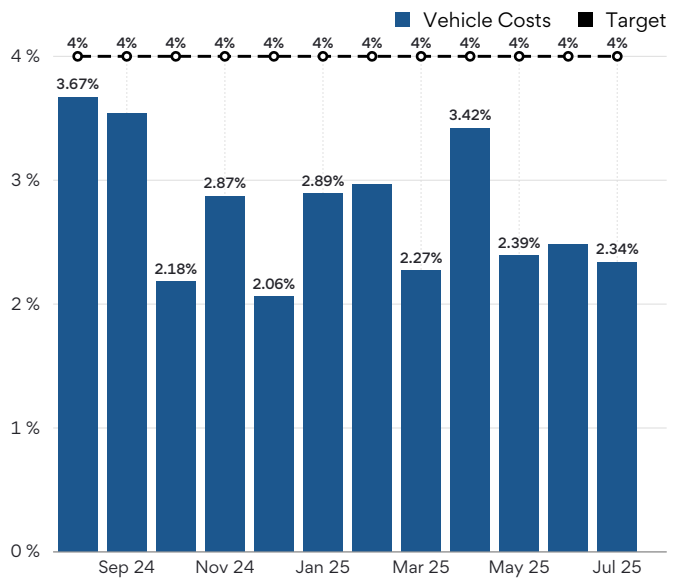
Field Labor Gross Wage 17.73% (This month target 18%)

When field labor is at or lower than the target, then it is a great indicator that the business is running efficiently. Factors that help reduce technician labor burden include; efficient routes, correct customer pricing, market wage rates, and even the frequency of services. A good ratio for revenue per technician is 1 Technician : \$300,000 of revenue.

Vehicle Costs % vs Target: YTD and Prior 2 Years



Vehicle Costs % vs Target: Trailing 12 Months



Vehicle costs % includes fuel costs, maintenance and repairs, auto insurance, tolls & parking, and registration.

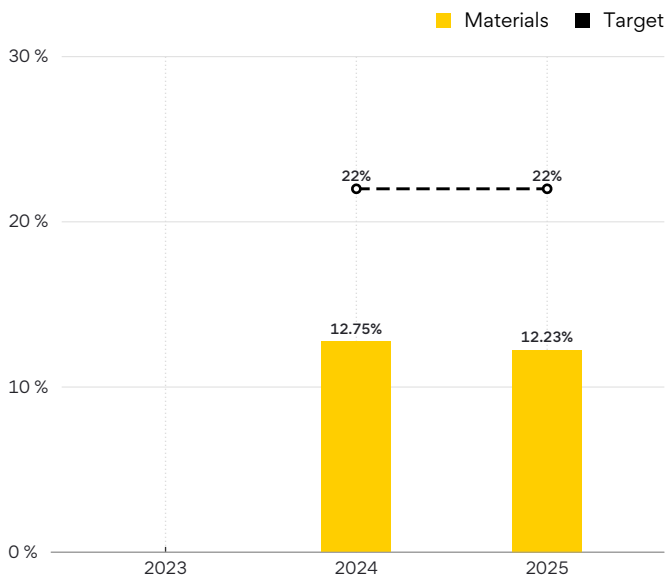
Fuel % should fall within the 2-3% range. Overall direct auto % should fall within the 4-6% range.

 Direct Auto % Analysis

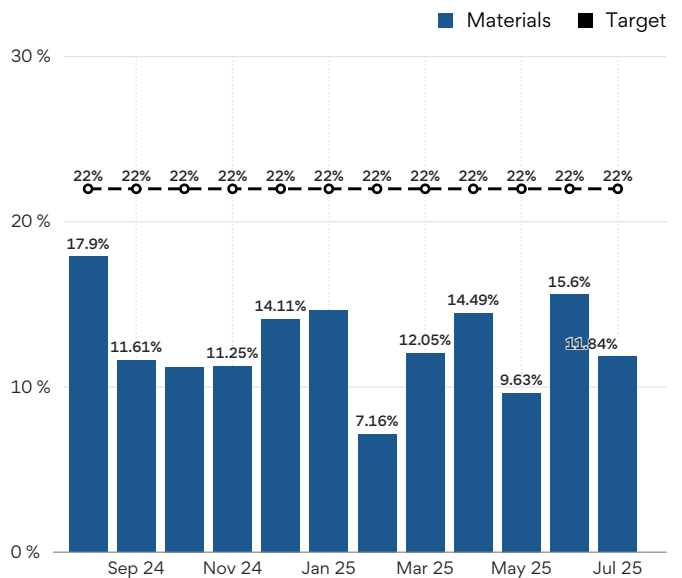
Vehicle Costs 2.34% (This month target 4%)

When vehicle costs % is less than the target, there are many reasons why this happens. Staying below the target indicates that the fleet is newer and more fuel efficient, good route density, safe driving, and overall care for the vehicles.

Material % vs Target: YTD and Prior 2 Years



Material % vs Target: Trailing 12 Months



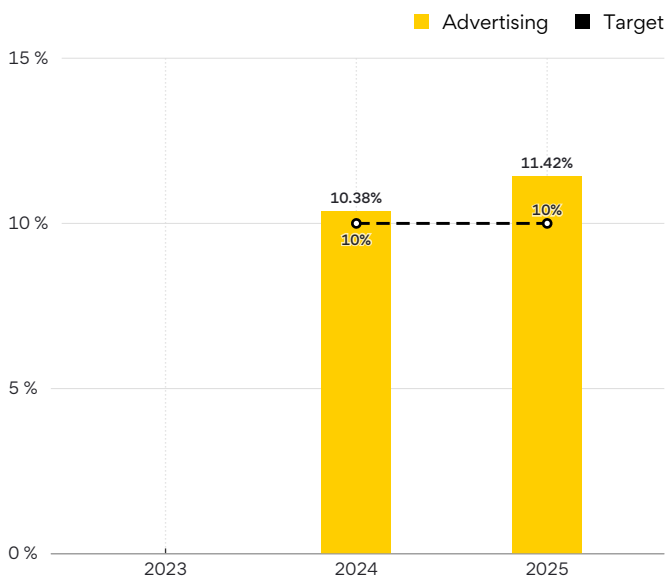
Material % includes equipment, maintenance and repair supplies, and other material costs associated with servicing a customer. Material % can vary between replacement and repair. Replacement on average will be 6% and repair will be 16%.

👍 Material % Analysis

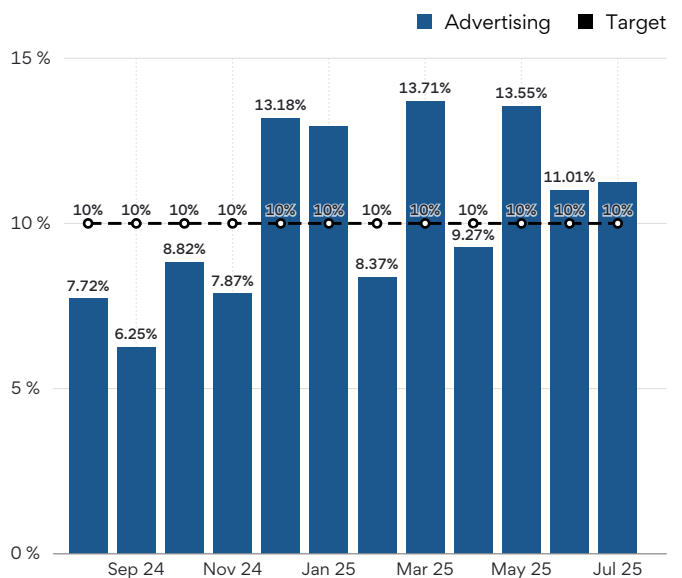
Materials 11.84% (This month target 22%)

When the material % KPI is under the target, it can indicate many different things. Inventory control is essential in keeping material costs in check. Taking advantage of promotions on purchasing and bulk purchasing can help keep the material % KPI where it needs to be.

Advertising Expenses % vs Target: YTD and Prior 2 ...




Advertising Expenses % vs Target: Trailing 12 Months



The advertising expense % KPI includes all marketing costs. Marketing costs include traditional methods such as billboards and direct mail as well as digital methods now used more commonly such as website management, local service ads, and social media.

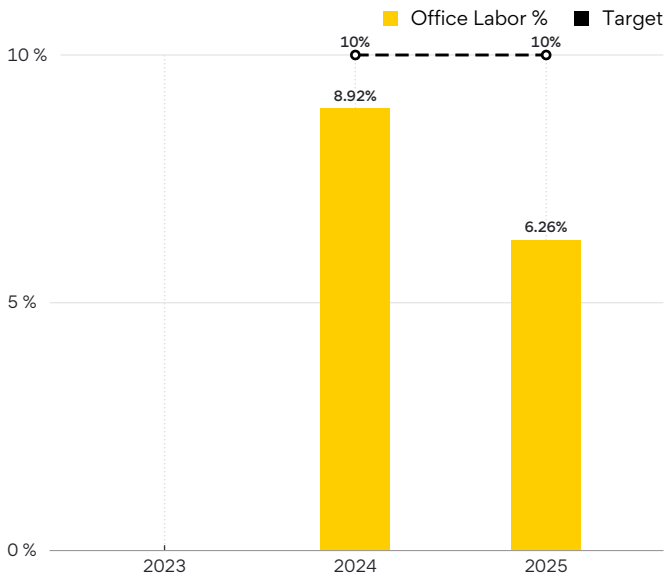
The average range for selling and advertising % is 10%. At minimum, a business should see a return of at least 1:1. This means that for every \$1 spent on selling and advertising, the business is growing \$1. If this is not being met, then there are underlying issues that need to be addressed.

 Selling and Advertising % Analysis

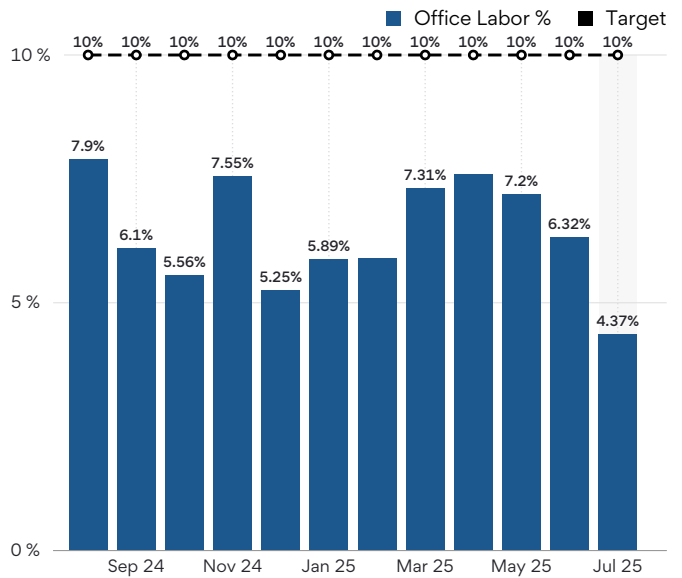
Advertising Expense 11.23% (This month target 10%)

When selling and advertising % is greater than the target of 10%, it is not always an issue that needs to be addressed. Selling and advertising costs are something that always need to be monitored though. If your strategy is to grow the business rapidly, it will be expected the selling and marketing dollars spent will exceed benchmarks. The ROI on selling and marketing needs to meet certain expectations, especially when large amounts of money are being allocated to it. In order to receive a great ROI, knowing key metrics, including, but not limited to, closing %, customer acquisition cost (CAC), and cost per lead is crucial.

Office Labor % vs Target: YTD and Prior 2 Years



Office Labor % vs Target: Trailing 12 Months



The office labor % KPI includes Admin Wages, Owner Comp, Vacation, Training and Warehouse Labor.

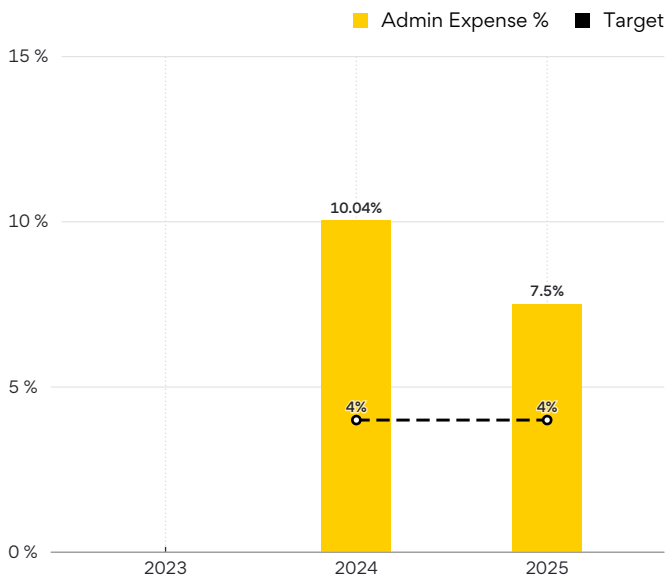
The average for general and admin wages % is 10%. General and admin costs are often referred to as overhead or "fixed" costs. The wage portion and other overhead costs are critical to calculating break-even point. Controlling office and management staff count is important to maximizing profitability. TIP: Discuss with your tax advisor if you are taking too little or too much salary as corporate wages.

 Office Labor % Analysis

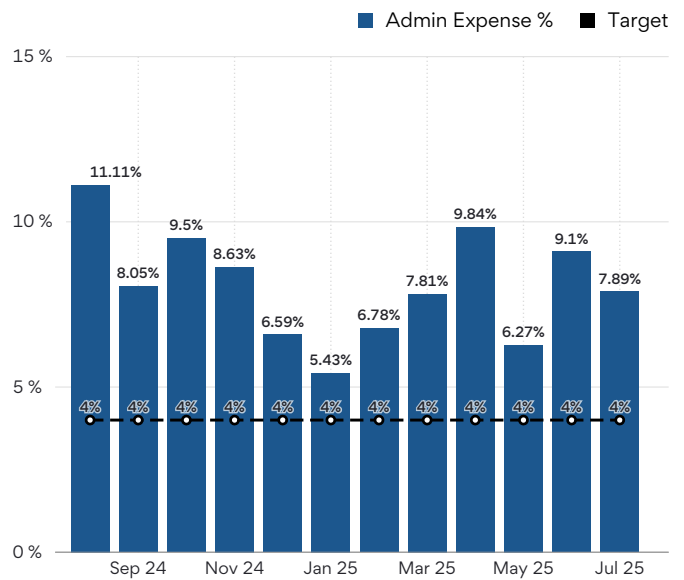
Office Labor 4.37% (This month target 10%)

Managing costs of administrative and warehouse is another key area of a trades business to monitor. When owner salary is included, the target is 10%. If a company is operating within the acceptable range, then staffing is appropriate. If the metric starts to fall far below the range, then it may indicate that the office is understaffed and this can have major impacts on customer service quality, employee burnout, and missed opportunities. A good ratio for your office staff is to have 1 office staff for every 3 field technicians.

Administrative Expense % vs Target: YTD and Prior ...



Administrative Expense % vs Target: Trailing 12 Mon...



The administrative costs % KPI includes the remaining fixed costs it takes to run the business. This includes, but is not limited to memberships, postage, dues, professional fees, meals, travel etc.

The average for administrative costs is 4%. Administrative costs are often referred to as overhead or "fixed" costs. The administrative costs portion, facility and office labor are critical to calculating break-even point. In this section of the financial statements, it is common for discretionary spending to get out of control by ownership and management. The average target is 4% of revenue which aims to control spending all while providing an appropriate budget for training, software, and other necessary expenditures to position the business as a leader in the industry.

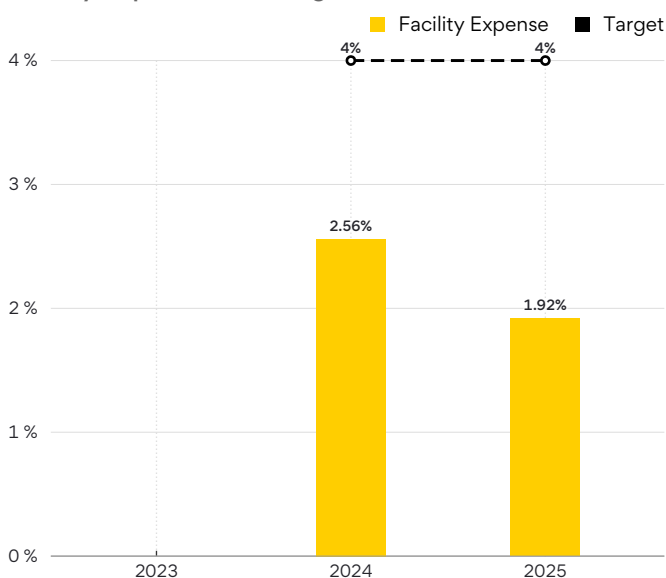


General and Admin Other % Analysis

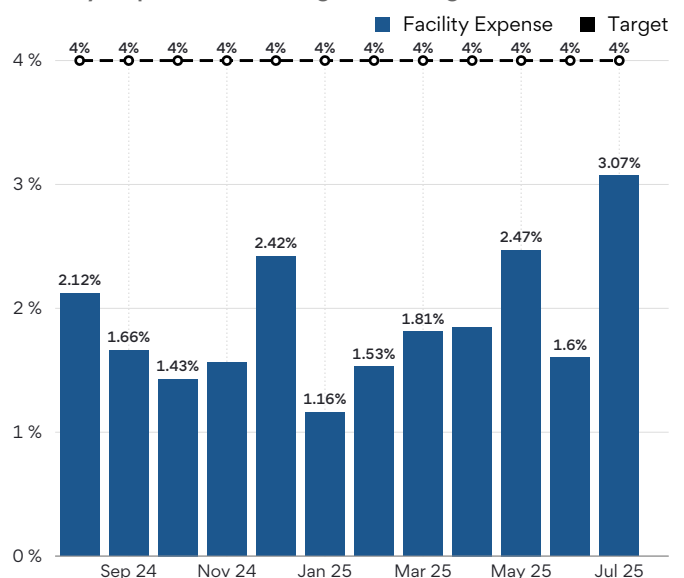
Administrative Expenses 7.89% (This month target 4%)

The administrative section is made up of many categories that individually do not normally create profitability issues for a business. When this KPI is operating within the acceptable range, most of the categories fall under 1% of revenue. Common categories that may be more than 1% even when within the recommended range includes computer software expenses, and credit card processing fees. When this KPI is above the target of 4%, frequent categories that can be reviewed for cost savings include office supplies, meals, travel, and consulting fees.

Facility Expense % vs Target: YTD and Prior 2 Years




Facility Expense % vs Target: Trailing 12 Months



The facility expense % KPI includes the fixed costs it takes to maintain your place of operations. This includes, but is not limited to rent, shop supplies, utilities, and janitorial services.

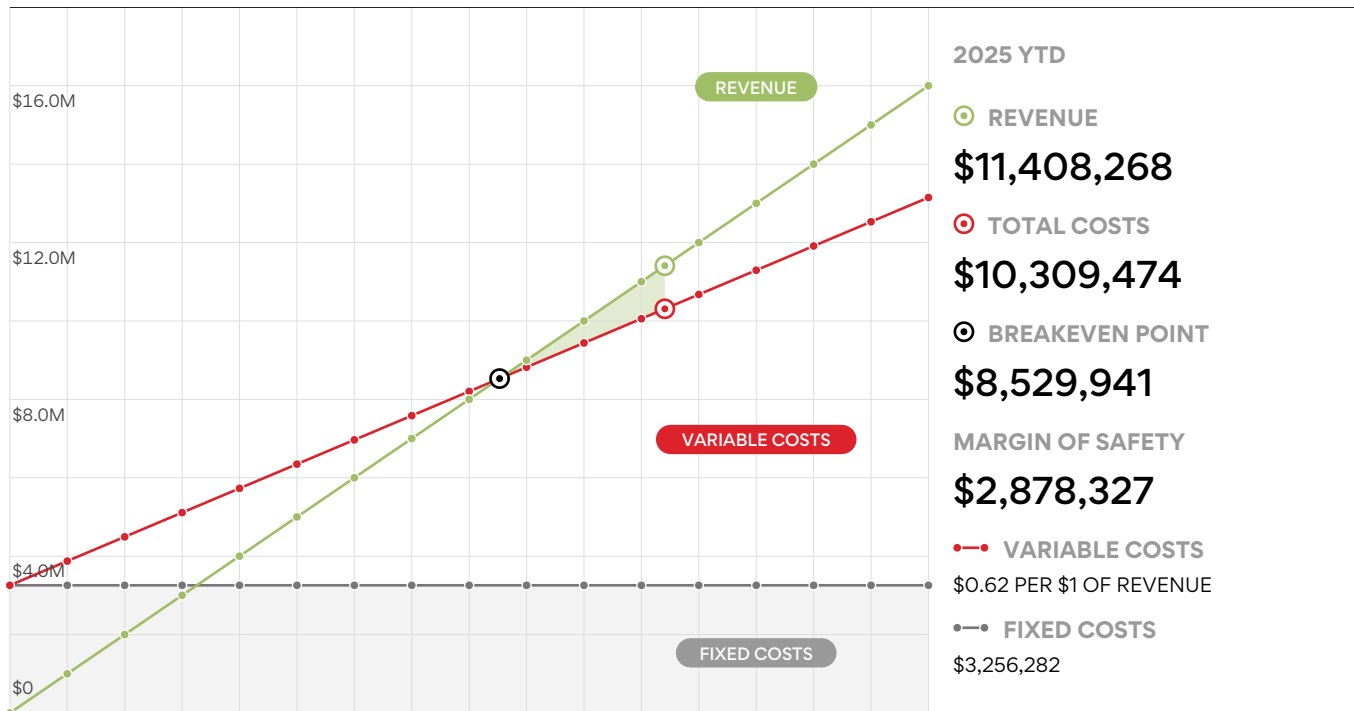
The average for facility costs is 4%. The facility expense is a fixed expense but as your business grows these costs may increase when additional space is needed.

 Facility Expense % Analysis

Facility Expense 3.07% (This month target 4%)

The facility expense section is made up of categories that are essential to your operation. When this KPI is operating within the acceptable range you likely have a facility that is within the means of your company. Controlling these costs and keeping them around the 4% range is important to position a company to be as profitable as possible. If this margin is significantly lower than the KPI it may be time to look at a larger facility.

Break-Even Analysis



Break-Even Point \$ = Fixed Costs/Contribution Margin

Contribution Margin = \$1 Revenue - Variable Cost per \$1 Of Revenue

Example:

Total Fixed Costs: \$100,000

50% Gross Margin or \$.50 per \$1 of Revenue

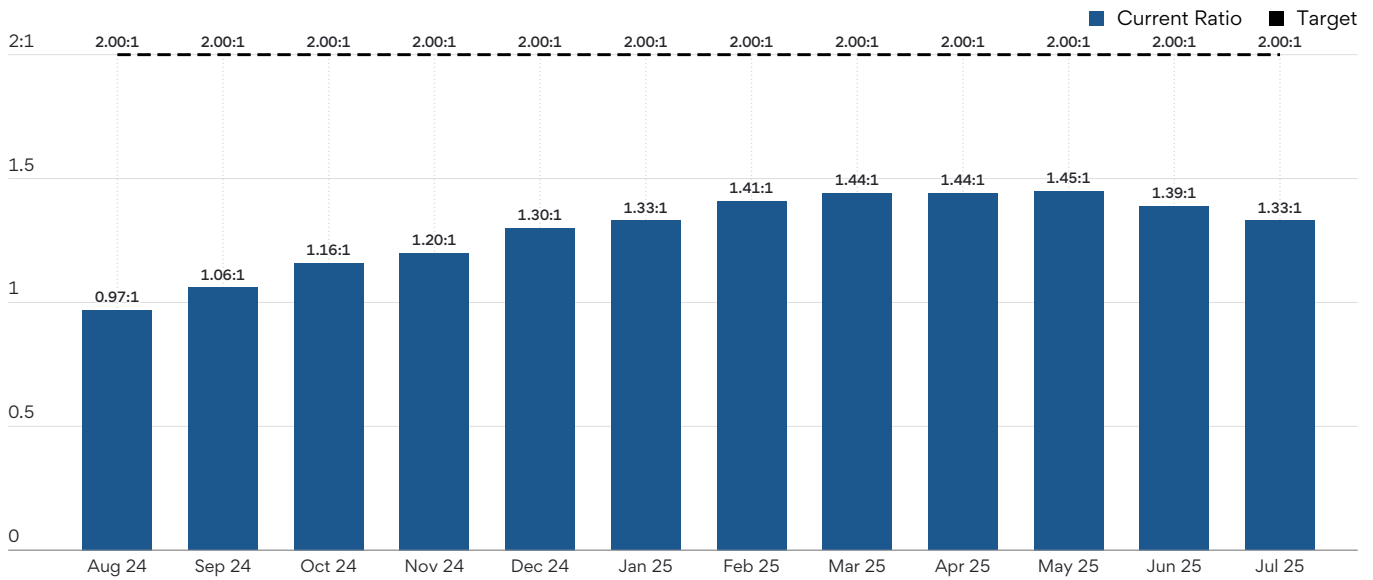
Break-even Point = \$100,000/\$.50

Revenue needed to break-even = \$200,000

Notes:

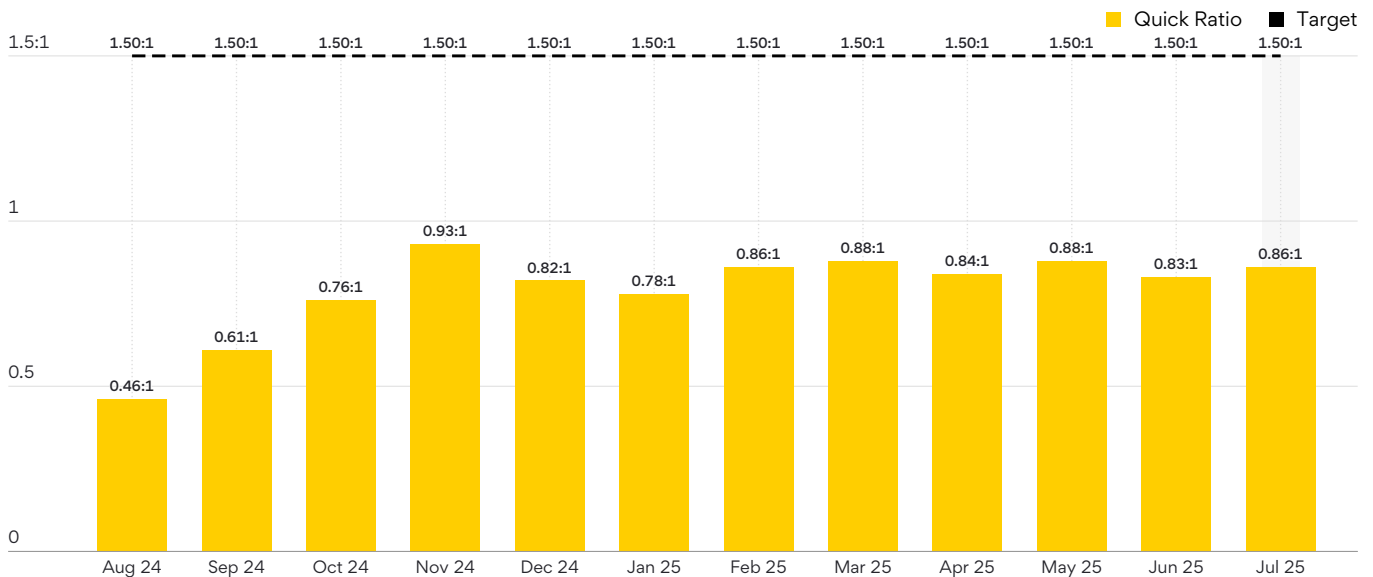
Liquidity Picture - Your Ability to Pay Your Bills

Current Ratio vs Target



Current Ratio = Current Assets/Current Liabilities

Quick Ratio vs Target



Quick Ratio = (Cash + Accounts Receivable)/Current Liabilities

Liquidity Ratios	Target	Jul 2025	Jun 2025	May 2025	Apr 2025
Current Ratio	2.00:1	1.33:1	1.39:1	1.45:1	1.44:1
Quick Ratio	1.50:1	0.86:1	0.83:1	0.88:1	0.84:1
Cash Ratio	0.50:1	0.70:1	0.68:1	0.66:1	0.67:1

Profit & Loss Comparison to Prior YTD & MTD: Detailed

Profit & Loss Statement: YTD Detailed

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4910 - Discounts	(\$66,960)	-0.6%	\$0	0.0%	(\$66,960)	-
4915 - Bad Debt Expense	(\$26,625)	-0.2%	\$0	0.0%	(\$26,625)	-
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Total Revenue	\$11,408,268	100.0%	\$4,280,482	100.0%	\$7,127,786	166.52%
Cost of Goods Sold						
Cost of Goods Sold						
Direct Labor						
5410 - Subcontractors	\$165,178	1.4%	\$102,214	2.4%	\$62,964	61.60%
5105 - Direct Wages Regular	\$1,080,279	9.5%	\$435,424	10.2%	\$644,856	148.10%
5110 - Direct Wages OT	\$227,205	2.0%	\$68,855	1.6%	\$158,351	229.98%
5115 - Direct Commission	\$17,875	0.2%	\$5,893	0.1%	\$11,983	203.35%
5120 - Direct Bonus	\$19,179	0.2%	\$623	0.0%	\$18,556	2,976.43%
5125 - Direct Wages PTO Expense	\$1,900	0.0%	\$20,259	0.5%	(\$18,359)	-90.62%
5130 - Direct Labor Payroll Taxes	\$114,746	1.0%	\$39,977	0.9%	\$74,769	187.03%
5135 - Direct Benefits Health & Dental	\$40,389	0.4%	\$27,186	0.6%	\$13,204	48.57%
5140 - Direct Benefits Retirement	\$33,894	0.3%	\$12,864	0.3%	\$21,030	163.47%
5145 - Workers Comp Expense	\$29,465	0.3%	\$11,636	0.3%	\$17,829	153.22%

Profit & Loss Statement: YTD Detailed

	2025 (YTD)	% Income (This Year)	2024 (YTD)	% Income (Last Year YTD)	\$ Change	% Change
Total Direct Labor	\$1,730,112	15.2%	\$724,931	16.9%	\$1,005,181	138.66%
Equipment						
5305 - Generator Equipment	\$3,752,846	32.9%	\$1,483,108	34.6%	\$2,269,738	153.04%
Materials						
5425 - Shipping & Freight Expense	\$4,454	0.0%	\$0	0.0%	\$4,454	-
5310 - Materials	\$1,445,931	12.7%	\$549,007	12.8%	\$896,924	163.37%
5315 - Rebates (contra)	(\$61,207)	-0.5%	\$0	0.0%	(\$61,207)	-
5320 - Extended Warranty Expense	\$0	0.0%	(\$24,355)	-0.6%	\$24,355	100.00%
7305 - Shop Supplies	\$3,281	0.0%	\$995	0.0%	\$2,286	229.81%
7310 - Small Tools & Equipment Purchases	\$2,571	0.0%	\$3,104	0.1%	(\$532)	-17.15%
7315 - Small Tools & Equipment Repairs	\$653	0.0%	(\$699)	0.0%	\$1,352	193.47%
Total Materials	\$1,395,683	12.2%	\$528,051	12.3%	\$867,632	164.31%
Other Direct Exp						
5415 - Permit Expense	\$136,271	1.2%	\$19,356	0.5%	\$116,916	604.04%
5420 - Equipment Rentals	\$11,655	0.1%	\$4,563	0.1%	\$7,092	155.42%
5499 - Other Direct Expense	\$26,586	0.2%	\$0	0.0%	\$26,586	-
7405 - Uniforms Expense	\$39	0.0%	\$14,878	0.3%	(\$14,839)	-99.74%
Total Other Direct Exp	\$174,551	1.5%	\$38,796	0.9%	\$135,755	349.92%
Total Cost of Goods Sold	\$7,053,193	61.8%	\$2,774,887	64.8%	\$4,278,306	154.18%
Total Cost of Goods Sold	\$7,053,193	61.8%	\$2,774,887	64.8%	\$4,278,306	154.18%
Gross Profit	\$4,355,075	38.2%	\$1,505,595	35.2%	\$2,849,480	189.26%
Expenses						
Selling and Advertising						
Selling Expenses						
6105 - Sales Wages	\$77,761	0.7%	\$55,927	1.3%	\$21,834	39.04%
6110 - Sales Commission Regular	\$148,561	1.3%	\$31,150	0.7%	\$117,412	376.93%
6120 - Sales Wages PTO Expense	\$0	0.0%	\$93	0.0%	(\$93)	-100.00%
6125 - Sales Payroll Taxes	\$17,889	0.2%	\$5,571	0.1%	\$12,317	221.08%
6130 - Sales Benefits - Health & Dental	\$22,996	0.2%	\$0	0.0%	\$22,996	-
6135 - Sales Benefits - Retirement	\$5,157	0.0%	\$352	0.0%	\$4,805	1,366.74%
6140 - Workers Comp Expense	\$773	0.0%	\$10	0.0%	\$763	7,512.40%
Total Selling Expenses	\$273,138	2.4%	\$93,104	2.2%	\$180,034	193.37%
Advertising Expenses						

Profit & Loss Statement: YTD Detailed

	2025 (YTD)	% Income (This Year)	2024 (YTD)	% Income (Last Year YTD)	\$ Change	% Change
6205 - Advertising Internet	\$752,995	6.6%	\$297,556	7.0%	\$455,439	153.06%
6210 - Advertising Radio	\$158,585	1.4%	\$69,000	1.6%	\$89,585	129.83%
6220 - Advertising Direct Mail	\$0	0.0%	\$43,181	1.0%	(\$43,181)	-100.00%
6225 - Advertising Local Print Media	\$27,324	0.2%	\$14,498	0.3%	\$12,826	88.47%
6230 - Advertising Public Relations	\$12,060	0.1%	\$0	0.0%	\$12,060	-
6235 - Advertising Outbound Sales	\$0	0.0%	\$7,875	0.2%	(\$7,875)	-100.00%
6240 - Advertising Management Company	\$5,216	0.0%	\$3,761	0.1%	\$1,456	38.70%
6299 - Advertising Other	\$74,050	0.6%	\$36,430	0.9%	\$37,619	103.26%
Total Advertising Expenses	\$1,030,230	9.0%	\$472,301	11.0%	\$557,928	118.13%
Total Selling and Advertising	\$1,303,367	11.4%	\$565,405	13.2%	\$737,962	130.52%
Auto Direct						
7105 - Vehicle Lease Expense	\$506	0.0%	\$0	0.0%	\$506	-
7115 - Vehicle Fuel Expense	\$102,364	0.9%	\$71,792	1.7%	\$30,572	42.58%
7120 - Vehicle Maintenance/Repairs	\$85,484	0.7%	\$53,846	1.3%	\$31,638	58.76%
7125 - Vehicle Insurance	\$78,483	0.7%	\$40,636	0.9%	\$37,846	93.13%
7199 - Other Vehicle	\$38,712	0.3%	\$10,846	0.3%	\$27,866	256.91%
Total Auto Direct	\$305,549	2.7%	\$177,121	4.1%	\$128,428	72.51%
General and Admin Wages						
7010 - Wages Management	\$446,343	3.9%	\$412,050	9.6%	\$34,293	8.32%
7020 - Wages PTO Expense	(\$3,729)	0.0%	\$31,554	0.7%	(\$35,283)	-111.82%
7025 - Managers/Indirect Bonuses	\$6,800	0.1%	\$0	0.0%	\$6,800	-
7030 - Indirect Payroll Taxes	\$32,270	0.3%	\$28,041	0.7%	\$4,229	15.08%
7035 - Indirect Health Insurance	\$11,461	0.1%	\$2,970	0.1%	\$8,492	285.96%
7040 - Indirect Retirement Benefits	\$16,798	0.1%	\$16,115	0.4%	\$683	4.24%
7045 - Indirect Workman's Comp	\$608	0.0%	\$680	0.0%	(\$72)	-10.59%
7505 - Wages Administration	\$168,384	1.5%	\$80,828	1.9%	\$87,556	108.32%
7510 - Admin OT	\$6,433	0.1%	\$4,400	0.1%	\$2,033	46.21%
7515 - Wages PTO Expense	\$0	0.0%	\$5,298	0.1%	(\$5,298)	-100.00%
7520 - Admin Payroll Taxes	\$15,382	0.1%	\$6,185	0.1%	\$9,197	148.71%
7525 - Admin Health Insurance	\$7,160	0.1%	\$2,261	0.1%	\$4,898	216.61%
7530 - Admin Retirement Benefits	\$6,125	0.1%	\$3,174	0.1%	\$2,951	92.99%
7535 - Admin Workman's Comp	\$512	0.0%	\$178	0.0%	\$335	188.40%
Total General and Admin Wages	\$714,547	6.3%	\$593,733	13.9%	\$120,814	20.35%

Profit & Loss Statement: YTD Detailed

	2025 (YTD)	% Income (This Year)	2024 (YTD)	% Income (Last Year YTD)	\$ Change	% Change
General and Admin Other						
7410 - Wireless Communications	\$6,881	0.1%	\$5,468	0.1%	\$1,413	25.84%
7415 - Answering Services	\$12,487	0.1%	\$33,765	0.8%	(\$21,277)	-63.02%
7605 - Office Rent & CAMS	\$90,514	0.8%	\$81,907	1.9%	\$8,607	10.51%
7610 - Building Repair & Maintenance	\$10,655	0.1%	\$27,528	0.6%	(\$16,873)	-61.30%
7615 - Utilities	\$14,093	0.1%	\$5,613	0.1%	\$8,481	151.10%
7620 - Telephone Expense	\$16,583	0.1%	\$18,396	0.4%	(\$1,813)	-9.85%
7625 - Trash Removal	\$10,301	0.1%	\$3,548	0.1%	\$6,752	190.31%
7710 - Office Supplies	\$34,421	0.3%	\$12,263	0.3%	\$22,158	180.68%
7715 - Office Postage	\$635	0.0%	\$2,176	0.1%	(\$1,541)	-70.80%
7720 - Computer Supplies & Maint.	\$65,737	0.6%	\$19,563	0.5%	\$46,175	236.03%
7725 - Software Service Agreements	\$63,110	0.6%	\$30,283	0.7%	\$32,827	108.40%
7730 - Hiring Expenses	\$26,956	0.2%	\$7,074	0.2%	\$19,882	281.06%
7735 - Training	\$47,280	0.4%	\$34,358	0.8%	\$12,922	37.61%
7740 - Payroll Service Fees	\$8,275	0.1%	\$5,754	0.1%	\$2,521	43.82%
7750 - Company Events	\$766	0.0%	\$0	0.0%	\$766	-
7755 - Professional Fees Accounting	\$39,470	0.3%	\$37,775	0.9%	\$1,695	4.49%
7760 - Professional Fees Legal	\$18,000	0.2%	\$10,000	0.2%	\$8,000	80.00%
7765 - Professional Fees Other	\$65,438	0.6%	\$23,286	0.5%	\$42,152	181.02%
7770 - Dues & Subscriptions	\$743	0.0%	\$6,867	0.2%	(\$6,124)	-89.17%
7780 - Business & Contractors Licenses	\$2,702	0.0%	\$254	0.0%	\$2,448	964.35%
7785 - Insurance Expense	\$76,907	0.7%	\$32,280	0.8%	\$44,627	138.25%
7790 - Travel Air	\$5,130	0.0%	\$1,298	0.0%	\$3,832	295.16%
7795 - Travel Auto	\$4,260	0.0%	\$4,406	0.1%	(\$146)	-3.32%
7800 - Travel Lodging	\$8,261	0.1%	\$3,848	0.1%	\$4,413	114.68%
7805 - Entertainment	\$1,976	0.0%	\$1,080	0.0%	\$896	82.98%
7810 - Meals	\$18,764	0.2%	\$9,799	0.2%	\$8,965	91.48%
7815 - Third Party Finance Fees	\$72,589	0.6%	\$51,272	1.2%	\$21,317	41.58%
7820 - Credit Card Fees	\$206,996	1.8%	\$96,349	2.3%	\$110,647	114.84%
7825 - Late Fees	\$0	0.0%	\$49	0.0%	(\$49)	-100.00%
7830 - Interest Expense	\$2,604	0.0%	\$6,201	0.1%	(\$3,598)	-58.01%
7835 - Bank Service Charge	\$282	0.0%	\$252	0.0%	\$30	11.75%
Total General and Admin Other	\$932,818	8.2%	\$572,712	13.4%	\$360,106	62.88%

Profit & Loss Statement: YTD Detailed

	2025 (YTD)	% Income (This Year)	2024 (YTD)	% Income (Last Year YTD)	\$ Change	% Change
Total Expenses	\$3,256,282	28.5%	\$1,908,971	44.6%	\$1,347,311	70.58%
Operating Profit	\$1,098,793	9.6%	(\$403,376)	-9.4%	\$1,502,169	372.40%
Other Income						
9020 - Other Tax Exempt Income	\$32,384	0.3%	\$3,317	0.1%	\$29,068	876.45%
Other Expenses						
Other Expenses						
9120 - Extraordinary Expense	\$82,726	0.7%	\$0	0.0%	\$82,726	-
9140 - Management Fees	\$250,000	2.2%	\$350,000	8.2%	(\$100,000)	-28.57%
Total Other Expenses	\$332,726	2.9%	\$350,000	8.2%	(\$17,274)	-4.94%
Earnings Before Interest & Tax	\$798,452	7.0%	(\$750,060)	-17.5%	\$1,548,511	206.45%
Tax Expenses						
9130 - Property Taxes	\$10,488	0.1%	\$0	0.0%	\$10,488	-
Earnings After Tax	\$787,963	6.9%	(\$750,060)	-17.5%	\$1,538,023	205.05%
Net Income	\$787,963	6.9%	(\$750,060)	-17.5%	\$1,538,023	205.05%

Profit & Loss Statement: MTD Detailed

	Jul 2025	% Income (This Month)	Jul 2024	% Income (Same Month Last Year)	\$ Change	% Change
Revenue						
Revenues						
4105 - Membership Plans	\$82,596	4.5%	\$64,516	6.1%	\$18,080	28.02%
4110 - Generator Service	\$55,334	3.0%	\$56,424	5.3%	(\$1,091)	-1.93%
4115 - Generator Maintenance	\$7,405	0.4%	\$8,649	0.8%	(\$1,244)	-14.38%
4120 - Generator Installation	\$1,672,159	91.3%	\$880,270	82.7%	\$791,889	89.96%
4125 - Generator Warranty Repairs	\$7,494	0.4%	\$39,057	3.7%	(\$31,562)	-80.81%
4130 - Equipment Sales	\$18,264	1.0%	\$22,378	2.1%	(\$4,114)	-18.38%
Total Revenues	\$1,843,252	100.7%	\$1,071,294	100.7%	\$771,958	72.06%
Refunds & Discounts						
4905 - Refunds and Exchange	(\$5,250)	-0.3%	(\$7,431)	-0.7%	\$2,181	29.35%
4910 - Discounts	(\$7,326)	-0.4%	\$0	0.0%	(\$7,326)	-
Total Refunds & Discounts	(\$12,576)	-0.7%	(\$7,431)	-0.7%	(\$5,145)	-69.23%
Total Revenue	\$1,830,676	100.0%	\$1,063,863	100.0%	\$766,814	72.08%
Cost of Goods Sold						
Cost of Goods Sold						
Direct Labor						
5410 - Subcontractors	\$70,450	3.8%	\$29,068	2.7%	\$41,382	142.36%
5105 - Direct Wages Regular	\$182,596	10.0%	\$110,408	10.4%	\$72,188	65.38%
5110 - Direct Wages OT	\$27,885	1.5%	\$16,317	1.5%	\$11,568	70.90%
5115 - Direct Commission	\$4,339	0.2%	\$2,147	0.2%	\$2,192	102.08%
5120 - Direct Bonus	\$872	0.0%	\$0	0.0%	\$872	-
5125 - Direct Wages PTO Expense	\$0	0.0%	\$3,804	0.4%	(\$3,804)	-100.00%
5130 - Direct Labor Payroll Taxes	\$16,290	0.9%	\$11,137	1.0%	\$5,153	46.26%
5135 - Direct Benefits Health & Dental	\$11,478	0.6%	\$3,920	0.4%	\$7,558	192.78%
5140 - Direct Benefits Retirement	\$5,740	0.3%	\$2,529	0.2%	\$3,211	126.94%
5145 - Workers Comp Expense	\$4,990	0.3%	\$1,973	0.2%	\$3,017	152.88%
Total Direct Labor	\$324,640	17.7%	\$181,305	17.0%	\$143,336	79.06%
Equipment						
5305 - Generator Equipment	\$591,734	32.3%	\$343,691	32.3%	\$248,043	72.17%
Materials						
5425 - Shipping & Freight Expense	\$1,310	0.1%	\$0	0.0%	\$1,310	-
5310 - Materials	\$215,215	11.8%	\$114,902	10.8%	\$100,313	87.30%

Profit & Loss Statement: MTD Detailed

	Jul 2025	% Income (This Month)	Jul 2024	% Income (Same Month Last Year)	\$ Change	% Change
7305 - Shop Supplies	\$286	0.0%	\$720	0.1%	(\$434)	-60.28%
7310 - Small Tools & Equipment Purchases	\$0	0.0%	\$2,263	0.2%	(\$2,263)	-100.00%
Total Materials	\$216,811	11.8%	\$117,885	11.1%	\$98,927	83.92%
Other Direct Exp						
5415 - Permit Expense	\$20,171	1.1%	\$5,976	0.6%	\$14,195	237.53%
5420 - Equipment Rentals	\$1,476	0.1%	\$1,875	0.2%	(\$400)	-21.31%
5499 - Other Direct Expense	\$15,000	0.8%	\$0	0.0%	\$15,000	-
7405 - Uniforms Expense	\$39	0.0%	\$741	0.1%	(\$702)	-94.74%
Total Other Direct Exp	\$36,686	2.0%	\$8,592	0.8%	\$28,094	326.97%
Total Cost of Goods Sold	\$1,169,871	63.9%	\$651,473	61.2%	\$518,399	79.57%
Total Cost of Goods Sold	\$1,169,871	63.9%	\$651,473	61.2%	\$518,399	79.57%
Gross Profit	\$660,805	36.1%	\$412,390	38.8%	\$248,415	60.24%
Expenses						
Selling and Advertising						
Selling Expenses						
6105 - Sales Wages	\$13,181	0.7%	\$13,485	1.3%	(\$304)	-2.26%
6110 - Sales Commission Regular	\$31,093	1.7%	\$20,875	2.0%	\$10,218	48.95%
6120 - Sales Wages PTO Expense	\$0	0.0%	\$93	0.0%	(\$93)	-100.00%
6125 - Sales Payroll Taxes	\$3,363	0.2%	\$2,859	0.3%	\$504	17.62%
6130 - Sales Benefits - Health & Dental	\$2,559	0.1%	\$0	0.0%	\$2,559	-
6135 - Sales Benefits - Retirement	\$1,104	0.1%	\$227	0.0%	\$877	385.83%
6140 - Workers Comp Expense	\$150	0.0%	\$10	0.0%	\$140	1,376.38%
Total Selling Expenses	\$51,450	2.8%	\$37,550	3.5%	\$13,900	37.02%
Advertising Expenses						
6205 - Advertising Internet	\$152,886	8.4%	\$9,211	0.9%	\$143,675	1,559.82%
6210 - Advertising Radio	\$0	0.0%	\$39,109	3.7%	(\$39,109)	-100.00%
6220 - Advertising Direct Mail	\$0	0.0%	\$2,419	0.2%	(\$2,419)	-100.00%
6225 - Advertising Local Print Media	\$237	0.0%	\$3,348	0.3%	(\$3,111)	-92.93%
6299 - Advertising Other	\$1,061	0.1%	\$5,588	0.5%	(\$4,528)	-81.02%
Total Advertising Expenses	\$154,183	8.4%	\$59,675	5.6%	\$94,508	158.37%
Total Selling and Advertising	\$205,633	11.2%	\$97,225	9.1%	\$108,408	111.50%
Auto Direct						
7115 - Vehicle Fuel Expense	\$13,863	0.8%	\$15,218	1.4%	(\$1,355)	-8.90%

Profit & Loss Statement: MTD Detailed

	Jul 2025	% Income (This Month)	Jul 2024	% Income (Same Month Last Year)	\$ Change	% Change
7120 - Vehicle Maintenance/Repairs	\$11,558	0.6%	\$9,677	0.9%	\$1,881	19.44%
7125 - Vehicle Insurance	\$9,545	0.5%	\$8,807	0.8%	\$739	8.39%
7199 - Other Vehicle	\$7,951	0.4%	\$2,819	0.3%	\$5,132	182.04%
Total Auto Direct	\$42,917	2.3%	\$36,520	3.4%	\$6,397	17.52%
General and Admin Wages						
7010 - Wages Management	\$43,450	2.4%	\$62,033	5.8%	(\$18,583)	-29.96%
7020 - Wages PTO Expense	\$0	0.0%	\$4,182	0.4%	(\$4,182)	-100.00%
7025 - Managers/Indirect Bonuses	\$1,500	0.1%	\$0	0.0%	\$1,500	-
7030 - Indirect Payroll Taxes	\$2,490	0.1%	\$2,540	0.2%	(\$50)	-1.97%
7035 - Indirect Health Insurance	\$2,781	0.2%	\$86	0.0%	\$2,695	3,143.89%
7040 - Indirect Retirement Benefits	\$1,616	0.1%	\$2,298	0.2%	(\$682)	-29.66%
7045 - Indirect Workman's Comp	\$109	0.0%	\$55	0.0%	\$54	97.29%
7505 - Wages Administration	\$22,839	1.2%	\$20,831	2.0%	\$2,008	9.64%
7510 - Admin OT	\$1,296	0.1%	\$983	0.1%	\$314	31.90%
7515 - Wages PTO Expense	\$0	0.0%	\$694	0.1%	(\$694)	-100.00%
7520 - Admin Payroll Taxes	\$1,991	0.1%	\$1,638	0.2%	\$353	21.52%
7525 - Admin Health Insurance	\$1,124	0.1%	\$399	0.0%	\$726	182.08%
7530 - Admin Retirement Benefits	\$684	0.0%	\$822	0.1%	(\$138)	-16.82%
7535 - Admin Workman's Comp	\$100	0.0%	\$16	0.0%	\$84	524.39%
Total General and Admin Wages	\$79,980	4.4%	\$96,577	9.1%	(\$16,597)	-17.19%
General and Admin Other						
7410 - Wireless Communications	\$0	0.0%	\$1,713	0.2%	(\$1,713)	-100.00%
7415 - Answering Services	\$1,464	0.1%	\$12,460	1.2%	(\$10,996)	-88.25%
7605 - Office Rent & CAMS	\$13,166	0.7%	\$13,042	1.2%	\$124	0.95%
7610 - Building Repair & Maintenance	\$2,749	0.2%	\$15,260	1.4%	(\$12,511)	-81.98%
7615 - Utilities	\$2,826	0.2%	\$1,397	0.1%	\$1,429	102.29%
7620 - Telephone Expense	\$2,457	0.1%	\$731	0.1%	\$1,726	236.25%
7625 - Trash Removal	\$2,978	0.2%	\$473	0.0%	\$2,505	529.16%
7710 - Office Supplies	\$7,592	0.4%	\$3,667	0.3%	\$3,925	107.04%
7715 - Office Postage	\$37	0.0%	\$0	0.0%	\$37	-
7720 - Computer Supplies & Maint.	\$28,679	1.6%	\$1,353	0.1%	\$27,326	2,019.46%
7725 - Software Service Agreements	\$10,282	0.6%	\$16,525	1.6%	(\$6,243)	-37.78%
7730 - Hiring Expenses	\$2,000	0.1%	\$2,140	0.2%	(\$139)	-6.51%

Profit & Loss Statement: MTD Detailed

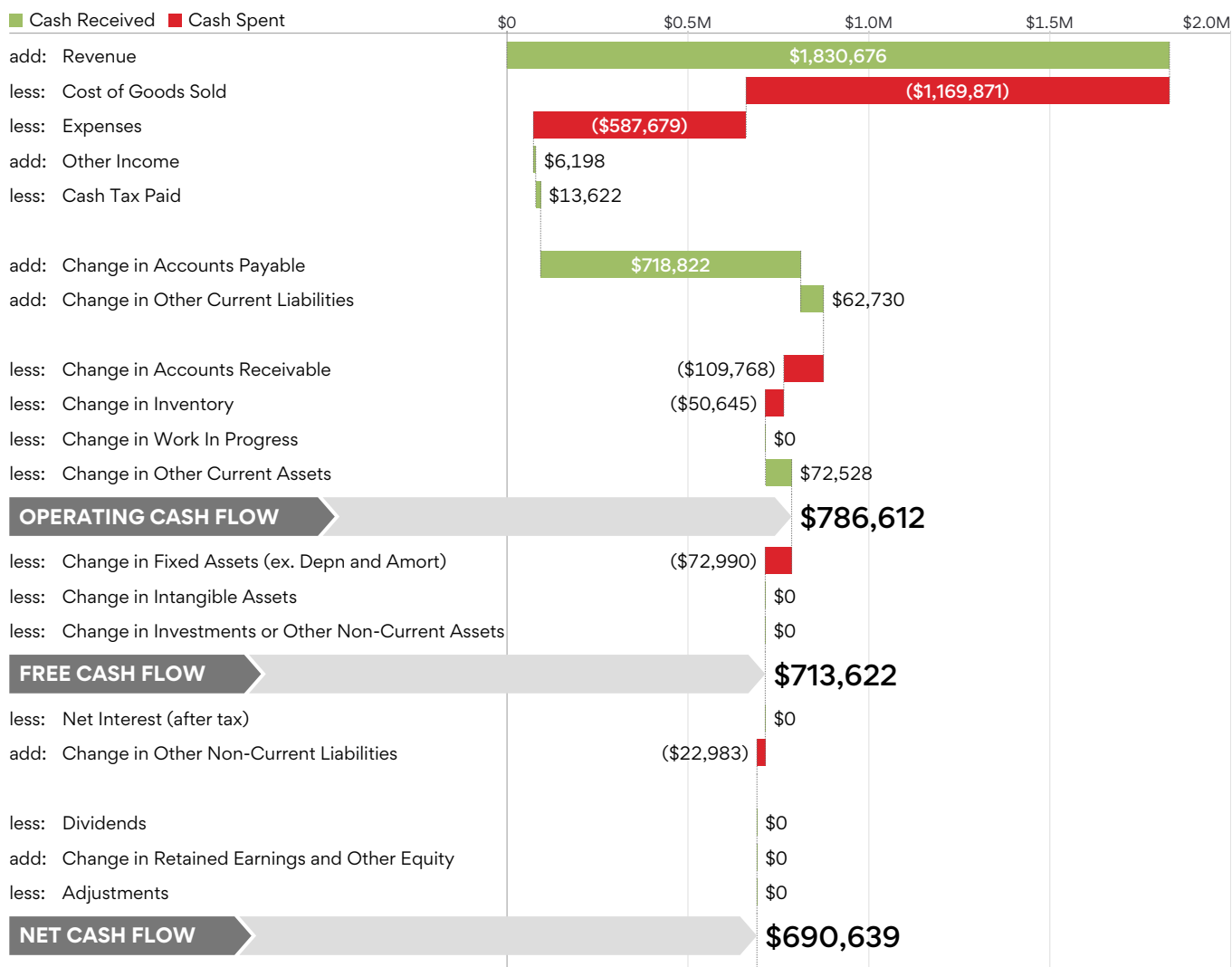
	Jul 2025	% Income (This Month)	Jul 2024	% Income (Same Month Last Year)	\$ Change	% Change
7735 - Training	\$8,035	0.4%	\$1,280	0.1%	\$6,755	527.73%
7740 - Payroll Service Fees	\$1,269	0.1%	\$909	0.1%	\$360	39.58%
7750 - Company Events	\$766	0.0%	\$0	0.0%	\$766	-
7755 - Professional Fees Accounting	\$0	0.0%	\$5,000	0.5%	(\$5,000)	-100.00%
7765 - Professional Fees Other	\$5,020	0.3%	\$14,487	1.4%	(\$9,467)	-65.35%
7770 - Dues & Subscriptions	\$0	0.0%	\$5,144	0.5%	(\$5,144)	-100.00%
7780 - Business & Contractors Licenses	\$36	0.0%	\$40	0.0%	(\$4)	-10.20%
7785 - Insurance Expense	\$32,032	1.7%	\$4,966	0.5%	\$27,066	545.00%
7790 - Travel Air	\$2,423	0.1%	\$0	0.0%	\$2,423	-
7795 - Travel Auto	\$225	0.0%	\$4,406	0.4%	(\$4,181)	-94.89%
7800 - Travel Lodging	\$312	0.0%	\$3,848	0.4%	(\$3,536)	-91.90%
7805 - Entertainment	\$0	0.0%	\$241	0.0%	(\$241)	-100.00%
7810 - Meals	\$2,053	0.1%	\$3,393	0.3%	(\$1,340)	-39.49%
7815 - Third Party Finance Fees	\$18,331	1.0%	\$10,921	1.0%	\$7,410	67.85%
7820 - Credit Card Fees	\$31,616	1.7%	\$31,506	3.0%	\$109	0.35%
7830 - Interest Expense	\$0	0.0%	\$2,523	0.2%	(\$2,523)	-100.00%
7835 - Bank Service Charge	\$75	0.0%	\$15	0.0%	\$60	400.33%
Total General and Admin Other	\$176,423	9.6%	\$157,441	14.8%	\$18,983	12.06%
Total Expenses	\$504,953	27.6%	\$387,763	36.4%	\$117,191	30.22%
Operating Profit	\$155,852	8.5%	\$24,627	2.3%	\$131,224	532.84%
Other Income						
9020 - Other Tax Exempt Income	\$6,198	0.3%	\$1,153	0.1%	\$5,046	437.70%
Other Expenses						
Other Expenses						
9120 - Extraordinary Expense	\$82,726	4.5%	\$0	0.0%	\$82,726	-
9140 - Management Fees	\$0	0.0%	\$50,000	4.7%	(\$50,000)	-100.00%
Total Other Expenses	\$82,726	4.5%	\$50,000	4.7%	\$32,726	65.45%
Earnings Before Interest & Tax	\$79,324	4.3%	(\$24,220)	-2.3%	\$103,544	427.51%
Net Income	\$79,324	4.3%	(\$24,220)	-2.3%	\$103,544	427.51%

Balance Sheet

	Jul 2025	Jun 2025	May 2025	Apr 2025
ASSETS				
Cash & Equivalents	\$3,380,831	\$2,804,127	\$2,247,392	\$2,263,463
Accounts Receivable	\$759,688	\$649,920	\$754,492	\$576,604
Inventory	\$1,555,543	\$1,504,898	\$1,224,214	\$1,215,080
Other Current Assets	\$719,765	\$792,292	\$749,149	\$786,978
Total Current Assets	\$6,415,826	\$5,751,237	\$4,975,246	\$4,842,125
Fixed Assets	\$900,408	\$827,418	\$822,129	\$822,129
Intangible Assets	\$2,789,093	\$2,789,093	\$2,789,093	\$2,789,093
Investments or Other Non-Current Assets	\$20,000	\$20,000	\$20,000	\$20,000
Total Non-Current Assets	\$3,709,502	\$3,636,511	\$3,631,223	\$3,631,223
Total Assets	\$10,125,328	\$9,387,748	\$8,606,469	\$8,473,347
LIABILITIES				
Short Term Debt	\$756,024	\$869,959	\$647,879	\$833,427
Accounts Payable	\$1,933,056	\$1,214,235	\$979,547	\$1,036,551
Tax Liability	\$13,742	\$120	\$9	\$3
Other Current Liabilities	\$2,127,472	\$2,064,742	\$1,793,912	\$1,499,157
Total Current Liabilities	\$4,830,294	\$4,149,056	\$3,421,347	\$3,369,139
Other Non-Current Liabilities	\$301,985	\$324,968	\$347,312	\$373,451
Total Non-Current Liabilities	\$301,985	\$324,968	\$347,312	\$373,451
Total Liabilities	\$5,132,280	\$4,474,024	\$3,768,659	\$3,742,590
EQUITY				
Retained Earnings	\$205,085	\$205,085	\$205,085	\$205,085
Current Earnings	\$787,963	\$708,639	\$632,724	\$525,673
Other Equity	\$4,000,000	\$4,000,000	\$4,000,000	\$4,000,000
Total Equity	\$4,993,048	\$4,913,725	\$4,837,810	\$4,730,758
Total Liabilities & Equity	\$10,125,328	\$9,387,748	\$8,606,469	\$8,473,347

Notes:

Statement of Cash Flow



Net Cash Flow can also be calculated as:

Change in Cash on Hand \$576,704 (Open: \$2,804,127, Close: \$3,380,831) — **Change in Debt** (\$113,935) (Open: \$869,959, Close: \$756,024)