

VetPronto

PROFIT AND LOSS

January - December 2016

	TOTAL
INCOME	
Sales	868,711.31
Total Income	\$868,711.31
COST OF GOODS SOLD	
Euthanasia Services	14,325.00
Laboratory Fees	55,511.78
Medical Supplies	2,730.50
Medications	73,965.71
Other Cost of Services	4,105.82
Processing Fees	25,781.07
Refunds - Client	8,482.01
Veternarian Expenses	464,698.45
Vet Clinic	28,513.00
Wages-COGS	50,609.22
Total Veternarian Expenses	543,820.67
Total Cost of Goods Sold	\$728,722.56
GROSS PROFIT	\$139,988.75
EXPENSES	
Advertising	484.64
Direct Mail	1,061.13
Door Hangers	3,477.30
Gift Cards	90.25
Marketing - Auto Expense	4,565.82
Marketing Experiments	4,173.15
Marketing Services	5,491.64
Paid Search	34,620.94
Social	3,794.02
Yelp	41,479.02
Total Advertising	99,237.91
Bank Charges	313.00
Computer	403.99
Dues And Subscriptions	200.99
Education and Training	288.00
Health Insurance	4,300.60
Insurance - Worker's Comp	2,863.00
Internet	3,033.03
Legal And Accounting	11,504.90
Licenses & Permits	451.85
Meals and Entertainment	4,115.08
Office Expenses	4,802.87
Material and Supplies	1,910.67
Web Services{55}	2,915.24
Total Office Expenses	9,628.78

	TOTAL
Office Supplies	2,584.92
Payroll Processing	1,802.03
Postage And Delivery	3,303.66
Reimbursement Expenses	1,141.06
Travel{35}	371.89
Total Reimbursement Expenses	1,512.95
Rent	14,569.67
Salaries & Wages	
Officers	227,051.28
Other	97,198.55
Total Salaries & Wages	324,249.83
Taxes & Licenses	
City	-549.00
Fees	400.00
Licenses/Permits	25.00
Payroll	31,164.24
State	1,008.00
Total Taxes & Licenses	32,048.24
Travel	103.67
Airfare	1,807.30
Auto Rental	102.70
Lodging	1,045.88
Taxi Trains Buses	7,065.53
Total Travel	10,125.08
Utilities	
Telephone	282.95
Total Utilities	282.95
Vet Recruiting	2,588.84
Vet Recruiting{100}	2,610.08
Total Vet Recruiting	5,198.92
Web Development	1,908.43
Web Services	4,922.91
Total Expenses	\$538,850.72
NET OPERATING INCOME	\$ -398,861.97
NET INCOME	\$ -398,861.97