

Profit and Loss

HotelierCo Retail LLC

Date Range: Jan 01, 2022 to Dec 31, 2022

H*CO

ACCOUNTS

Jan 01, 2022
to Dec 31, 2022

Income	
Promotional Income	\$300.06
Sales	\$85,000.00
Total Income	\$85,300.06

Total Cost of Goods Sold	\$0.00
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Gross Profit	\$85,300.06
As a percentage of Total Income	100.00%

Operating Expenses	
Advertising & Promotion - General	\$20,042.51
Advertising & Promotion - LinkedIn	\$520.00
Advertising & Promotion - Social Media Management	\$9,868.80
Advertising & Promotion- Facebook	\$7,602.39
Bank Service Charges	\$215.00
Computer – Hardware	\$1,015.41
Computer – Hosting	\$1,027.44
Computer – Internet	\$129.00
Computer – Software	\$6,399.70
Crowdfunding CF Cost - Wefunder Fee	\$10,575.79
Office Supplies	\$54.13

Operating Expenses	
Professional Fees - Accounting & Audit	\$4,000.00
Professional Fees - Other	\$429.32
Professional Fees – Legal	\$17,500.00
Rent Expense	\$4,100.00
Travel Expense	\$2,550.90
Total Operating Expenses	\$86,030.39
Net Profit	-\$730.33
As a percentage of Total Income	-0.86%