

# 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
<b>Total Income</b>	<b>\$85,300.06</b>

<b>Total Cost of Goods Sold</b>	<b>\$0.00</b>
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<b>Gross Profit</b>	<b>\$85,300.06</b>
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

<b>Operating Expenses</b>	
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
<b>Total Operating Expenses</b>	<b>\$86,030.39</b>

<b>Net Profit</b>	<b>-\$730.33</b>
As a percentage of Total Income	-0.86%