

		Actual	BM		Actual	BM		Actual	BM		Actual	BM		Actual	BM
1	Margin	30.5%	30.5%	Sales	28.0%	28.0%	P & A	17.3%	17.3%	Service	71.9%	71.9%	Marina	35.3%	35.3%
2	Expenses	7.5%	7.5%		1.8%	1.8%		26.8%	26.8%		16.5%	16.5%		9.7%	9.7%
3	OP Profit	23.0%	23.0%		26.3%	26.3%		-9.5%	-9.5%		55.4%	55.4%		25.5%	25.5%

TRAFFIC LOG

	Month	YTD	BM
Swings	10,543	13,657	-
Greets	890	1,345	-
G/E/D	15.9	4.8	-
Sit-Downs	740	871	-
	83.1%	64.8%	42%
Write-Ups	509	614	-
	57.2%	45.7%	25%
Closes	389	473	-
	43.7%	35.2%	15%
Deliveries	302	367	-
	33.9%	27.3%	12%

TRANSACTIONS

	Month	YTD	BM
P & A/Pro-Shop	8,211	8,211	
Service	2,843	2,843	
Marina	3,219	3,219	
Total	14,273	14,273	
TR/GR	16.0	10.6	3
TR/SD	19.3	16.4	7
TR/DL	47.3	38.9	12

SALES STAFFING

	Month	YTD	BM
Payroll	\$185,430	\$213,681	\$213,681
% of GP	2.4%	2.7%	2.7%
Production	524	576	576
Employees	8.00	8.50	8.50
Sales/Emp	66	34	34

F & I STAFFING

	Month	YTD	BM
Payroll	\$124,908	\$129,288	-
% GP	-	-	15%
Production	-	-	-
Employees	2.00	1.50	-

MEMO ACCOUNTS

	Monthly	YTD	% YTD
F & I CB (\$)	\$89,335	\$89,624	
DOC/Unit (\$)	\$399		
Ex SVC (#)	212	238	41.3%
GAP (#)	121	132	22.9%
Theft (#)	80	80	13.9%
Paint (#)	321	-	-
FIN (#)	398	433	75.2%
PM (#)	432	433	75.2%
PM Sold	\$983,222	\$985,117	
PM Redeemed	\$432,900	\$433,941	

MARINA STAFFING

	Month	YTD	BM
Payroll	\$89,099	\$89,099	\$89,099
% GP	25.7%	25.7%	25.7%
Production	\$983,886	\$983,886	\$983,886
Employees	3.00	3.00	3.00
Sales/Emp	\$150,174	\$150,174	\$150,174

MISCELLANEOUS MEMO

	Month	YTD
A	\$139,090	\$146,288
B	\$89,032	\$89,032
C	\$139,088	\$139,088
D	\$23,121	\$23,121

	Month	YTD
Days Open	7	33
Per Week	-	-

UNIT SALES

	Month	YTD
Stern Drive	55	63
Pontoon	33	37
Fishing Boats	97	98
Inboards	144	163
Yachts 30+	18	18
Brok/Cons/Whol	-	-
Used Total	177	197
Total	524	576

SALES (NOVEMBER)

	Total	PUS	% Sales
Stern Drive	\$1,958,432	\$35,608	7.0%
Pontoon	\$2,398,543	\$72,683	8.6%
Fishing Boat	\$2,579,990	\$26,598	9.3%
Inboard	\$4,849,305	\$33,676	17.4%
Yachts 30+	\$10,832,100	\$601,783	38.9%
Used Sales	\$3,892,109	\$99,798	14.0%
Pontoon	\$390,832	\$18,611	1.4%
Fishing Boat	\$87,930	\$7,328	0.3%
Inboard	\$330,987	\$10,030	1.2%
Yacht 30+	\$259,043	\$129,522	0.9%
Brokerage	\$53,098	-	0.2%
Consignment	\$123,499	-	0.4%
Wholesale	\$23,909	-	0.1%
Other	\$44,900	\$86	0.2%
F & I	-	-	-
Total	\$27,824,677	\$53,101	100.0%

	Total	PUS	% GP
Stern Drive	\$1,298,445	\$23,608	33.7%
Pontoon	\$1,786,453	\$54,135	25.5%
Fishing Boat	\$1,255,299	\$12,941	51.3%
Inboard	\$2,908,543	\$20,198	40.0%
Yachts 30+	\$8,973,210	\$498,512	17.2%
Used Cost	\$2,765,210	\$70,903	29.0%
Pontoon	\$320,897	\$15,281	17.9%
Fishing Boat	\$66,034	\$5,503	24.9%
Inboard	\$278,909	\$8,452	15.7%
Yachts 30+	\$190,876	\$95,438	26.3%
Brokerage	\$32,889	-	38.1%
Consignment	\$78,990	-	36.0%
Wholesale	\$21,900	-	8.4%
Other	\$32,977	\$63	26.6%
F & I	-	-	-
Total Cost	\$20,010,632	\$38,188	71.9%

	Total	PUS	% Sales
Gross Margin	\$7,814,045	\$14,912	28.1%
Payroll	\$310,338	\$592	1.1%
Flooring	\$89,054	\$170	0.3%
Advertising	\$32,900	\$63	0.1%
Direct Costs	\$23,109	\$44	0.1%
Contribution	\$7,358,644	\$14,043	26.4%

MARINA SALES (NOVEMBER)

	Total	PUS	% Sales
Income	\$123,888	\$236	12.6%
Slips & Dry Storage	\$392,212	\$748	39.9%
Rentals	\$34,909	\$67	3.5%
Other/Sundries	\$432,877	\$826	44.0%
Fuel			
Total	\$983,886	\$1,878	100.0%
Cost	\$23,890	\$46	80.7%
Slips & Dry Storage	\$287,732	\$549	26.6%
Rentals	\$1,289	\$2	96.3%
Other/Sundries	\$323,909	\$618	25.2%
Fuel			
Total Cost	\$636,820	\$1,215	64.7%
Gross Margin	\$347,066	\$662	35.3%
Payroll	\$89,099	\$170	9.1%
Advertising	\$2,198	\$4	0.2%
Direct Costs	\$4,399	\$8	0.4%
Contribution	\$251,370	\$480	25.5%

INVENTORY

	Inv. Count	Value	MS
Stern Drive	33	\$360,987	-
Pontoon	54	\$1,243,897	-
Fishing Boats	43	\$529,094	-
Inboards	55	\$1,890,832	-
Yachts 30+	5	\$897,321	-
Used Total	52	\$541,602	
New Total	190	\$4,922,131	

YTD SALES

	Total	PUS	% Sales	BM	Avg.
Stern Drive	\$2,013,073	\$31,954	7.2%	-	7.2%
Pontoon	\$2,419,753	\$65,399	8.6%	-	8.6%
Fishing Boat	\$2,582,914	\$26,356	9.2%	-	9.2%
Inboard	\$4,987,582	\$30,599	17.7%	-	17.7%
Yachts 30+	\$10,832,100	\$601,783	38.5%	-	38.5%
Used Sales	\$3,963,342	\$76,218	14.1%	-	14.1%
Pontoon	\$399,203	\$17,357	1.4%	-	1.4%
Fishing Boat	\$92,586	\$7,122	0.3%	-	0.3%
Inboard	\$340,932	\$9,741	1.2%	-	1.2%
Yacht 30+	\$259,043	\$129,522	0.9%	-	0.9%
Brokerage	\$69,747	-	0.2%	-	0.2%
Consignment	\$123,499	-	0.4%	-	0.4%
Wholesale	\$23,909	-	0.1%	-	0.1%
Other	\$44,900	\$78	0.2%	-	0.2%
F & I	-	-	-	-	-
Total	\$28,152,583	\$48,876	100.0%	\$28,152,583	

	Total	PUS	% GP	BM	Avg.
Stern Drive	\$1,344,407	\$21,340	33.2%	-	33.2%
Pontoon	\$1,804,080	\$48,759	25.4%	-	25.4%
Fishing Boat	\$1,257,729	\$12,834	51.3%	-	51.3%
Inboard	\$3,022,653	\$18,544	39.4%	-	39.4%
Yachts 30+	\$8,973,210	\$498,512	17.2%	-	17.2%
Used Cost	\$2,813,810	\$54,112	29.0%	-	29.0%
Pontoon	\$327,056	\$14,220	18.1%	-	18.1%
Fishing Boat	\$69,256	\$5,327	25.2%	-	25.2%
Inboard	\$286,282	\$8,179	16.0%	-	16.0%
Yachts 30+	\$190,876	\$95,438	26.3%	-	26.3%
Brokerage	\$35,894	-	48.5%	-	48.5%
Consignment	\$78,990	-	36.0%	-	36.0%
Wholesale	\$21,900	-	8.4%	-	8.4%
Other	\$32,977	\$57	26.6%	-	26.6%
F & I	-	-	-	-	-
Total Cost	\$20,259,120	\$35,172	72.0%	\$20,259,120	

	Total	PUS	% Sales	BM	Avg.
Gross Margin	\$7,893,463	\$13,704	28.0%	-	28.0%
Payroll	\$342,969	\$595	1.2%	-	1.2%
Flooring	\$93,665	\$163	0.3%	-	0.3%
Advertising	\$35,423	\$61	0.1%	-	0.1%
Direct Costs	\$27,005	\$47	0.1%	-	0.1%
Contribution	\$7,394,401	\$12,838	26.3%	??.%	26.3%

MARINA SALES YTD

	Total	PUS	% Sales	BM	Avg.
Income	\$123,888	\$215	12.6%	-	12.6%
Slips & Dry Storage	\$392,212	\$681	39.9%	-	39.9%
Rentals	\$34,909	\$61	3.5%	-	3.5%
Other/Sundries	\$432,877	\$752	44.0%	-	44.0%
Fuel				-	
Total	\$983,886	\$1,708	100.0%	\$432,099	
Cost	\$23,890	\$41	80.7%	-	80.7%
Slips & Dry Storage	\$287,732	\$500	26.6%	-	26.6%
Rentals	\$1,289	\$2	96.3%	-	96.3%
Other/Sundries	\$323,909	\$562	25.2%	-	25.2%
Fuel				-	
Total Cost	\$636,820	\$1,215	64.7%	\$636,820	
Gross Margin	\$347,066	\$603	35.3%	-	35.3%
Payroll	\$89,099	\$155	9.1%	-	9.1%
Advertising	\$2,198	\$4	0.2%	-	0.2%
Direct Costs	\$4,399	\$8	0.4%	0.4%	0.4%
Contribution	\$251,370	\$436	25.5%	--	-69.5%

P & A/PRO-SHOP STAFFING

	Month	YTD	BM
Payroll	\$140,992	\$140,992	
% of GP	110.6%	110.6%	110.6%
Production	\$734,751	\$734,751	
Employees	4.00	4.00	
Sales/Emp	\$183,688	\$183,688	\$183,688

P & A/PRO-SHOP INVENTORY

	Month	YTD
Lines/Ticket	2.10	2.10

	Value	MS
Current		
Parts	\$139,844	-
Accessories	\$89,022	-
Other	-	-
Obsolète		
Parts	\$81,212	58.1%
Acc.	\$34,219	38.4%
Other	-	-

SERVICE STAFFING

	Month	YTD	BM
Payroll	\$231,890	\$231,890	
% of GP	41.0%	41.0%	41.0%
Labor Rate	149.00		
Eff. LR	\$5,091	\$5,091	
Production	\$1,802,085	\$1,802,085	
Techs	8.00	8.00	
Non-Techs	4.00	4.00	
Writers	2.00	2.00	
Sales/Emp	\$150,174	\$150,174	

REPAIR ORDERS

	Month	YTD
Hours Avail	402.00	402.00
Hours Billed	354.00	354.00
ROs	2,987	2,987
ROs/Writer	1,493.50	1,493.50
Open ROs	321	321
P & A on RO	\$328,777	\$328,777
P & A/RO	\$110	\$110
RO Other	-	-
Other Sales BM	--	--

WARRANTY

	Month	YTD
Submitted	\$159,087	\$159,087
PUS	\$458	\$420
Collected	\$128,909	\$128,909
PUS	\$371	\$340

ADMIN STAFFING

	Month	YTD	BM
Payroll	\$329,903	\$329,903	
% of GP	3.9%	3.8%	
Production	\$31,345,399	\$31,673,305	
Employees	4.00	4.00	
Sales/Emp	7,836,349.75	719,847.84	

ABSORPTION

	Month	YTD	BM
Actual	71.9%	71.9%	71.9%

ADVERTISING CO-OP

	Month	YTD
Total	\$21,998	\$22,732
PUS	\$42	\$39

SERVICE DETAIL

	Month	YTD
Efficiency	-	-
Proficiency	-	-
Productivity	-	-

P & A/PRO-SHOP SALES (NOVEMBER)

	Total	PUS	% Sales
Income			
Parts	\$238,842	\$456	32.5%
Accessories	\$354,900	\$677	48.3%
Veh Acc	\$97,032	\$185	13.2%
Other	\$43,977	\$84	6.0%
Total	\$734,751	\$1,402	100.0%
Cost			
Parts	\$198,546	\$379	16.9%
Accessories	\$298,002	\$569	16.0%
Veh Acc	\$81,880	\$156	15.6%
Other	\$28,900	\$55	34.3%
Total Cost	\$607,328	\$1,159	82.7%

	Total	PUS	% Sales
Gross Margin	\$127,423	\$243	17.3%
Payroll	\$140,992	\$269	19.2%
Advertising	\$44,879	\$86	6.1%
Direct Costs	\$11,287	\$22	1.5%
Contribution	(\$69,735)	(\$133)	-9.5%

	Total	PUS	% Sales
Gross Margin	\$127,423	\$221	17.3%
Payroll	\$140,992	\$245	19.2%
Advertising	\$44,879	\$78	6.1%
Direct Costs	\$11,287	\$20	1.5%
Contribution	(\$69,735)	(\$121)	-9.5%

SERVICE SALES (NOVEMBER)

	Total	PUS	% Sales
Income			
Cust. Labor	\$873,211	\$1,666	48.5%
Warr. Labor	\$298,766	\$570	16.6%
Int. Labor	\$198,009	\$378	11.0%
Marina	\$432,099	\$825	24.0%
Total	\$1,802,085	\$3,439	100.0%
Cost			
Cust. Labor	\$321,908	\$614	63.1%
Warr. Labor	\$35,900	\$69	88.0%
Int. Labor	\$39,787	\$76	79.9%
Marina	\$108,796	\$208	74.8%
Total Cost	\$506,391	\$966	28.1%

	Total	PUS	% Sales
Gross Margin	\$1,295,694	\$2,473	71.9%
Payroll	\$231,890	\$443	12.9%
Advertising	\$33,890	\$65	1.9%
Direct Costs	\$32,098	\$61	1.8%
Contribution	\$997,816	\$1,904	55.4%

	Total	PUS	% Sales
Gross Margin	\$1,295,694	\$2,249	71.9%
Payroll	\$231,890	\$403	12.9%
Advertising	\$33,890	\$59	1.9%
Direct Costs	\$32,098	\$56	1.8%
Contribution	\$997,816	\$1,732	55.4%

ADMIN (NOVEMBER)

	Total	PUS	% Sales
Sales	\$7,358,644	\$14,043	26.4%
P & A/Pro-Shop	(\$69,735)	(\$133)	-9.5%
Service	\$997,816	\$1,904	55.4%
Total	\$8,538,095	\$16,294	27.2%
Add To Income	\$12,309		
Gross Margin	\$8,550,404	\$16,318	27.3%

	Total	% of TC	% Sales
Total Advertising	-	-	-
CO Insurance	\$38,999	0.5%	0.1%
Occupancy	\$543,972	6.4%	1.7%
Other Costs	-	-	-
Administration	\$321,192	3.8%	1.0%
Admin Pay	\$329,903	3.9%	1.1%
Contribution	\$7,260,240	\$13,855	23.2%

PROFIT/LOSS (NOVEMBER)

	Total	% Sales
Sales	\$31,345,399	
Margin	\$9,584,228	30.6%
Expenses	\$1,234,075	3.9%
Payroll	\$1,102,222	3.5%
Add to Income	(\$12,309)	(0.0%)

	Total	% Sales
Operating P/L	\$7,260,240	23.2%
Misc. Expense	\$43,900	0.1%
Net Profit	\$7,216,340	23.0%

P & A/PRO-SHOP SALES YTD

	Total	PUS	% Sales	BM	Avg.
Income					
Parts	\$238,842	\$415	32.5%	-	32.5%
Accessories	\$354,900	\$616	48.3%	-	48.3%
Veh Acc	\$97,032	\$168	13.2%	-	13.2%
Other	\$43,977	\$76	6.0%	-	6.0%
Total	\$734,751	\$1,276	100.0%		\$734,751
Cost					
Parts	\$198,546	\$345	16.9%	-	16.9%
Accessories	\$298,002	\$517	16.0%	-	16.0%
Veh Acc	\$81,880	\$142	15.6%	-	15.6%
Other	\$28,900	\$50	34.3%	-	34.3%
Total Cost	\$607,328	\$1,054	82.7%		\$607,328

	Total	PUS	% Sales	BM	Avg.
Gross Margin	\$127,423	\$221	17.3%	-	17.3%
Payroll	\$140,992	\$245	19.2%	-	19.2%
Advertising	\$44,879	\$78	6.1%	-	6.1%
Direct Costs	\$11,287	\$20	1.5%	-	1.5%
Contribution	(\$69,735)	(\$121)	-9.5%	--	-9.5%

	Total	PUS	% Sales	BM	Avg.
Gross Margin	\$1,295,694	\$2,249	71.9%	-	71.9%
Payroll	\$231,890	\$403	12.9%	-	12.9%
Advertising	\$33,890	\$59	1.9%	-	1.9%
Direct Costs	\$32,098	\$56	1.8%	-	1.8%
Contribution	\$997,816	\$1,732	55.4%	--	55.4%

SERVICE SALES YTD

	Total	PUS	% Sales	BM	Avg.
Income					
Cust. Labor	\$873,211	\$1,516	48.5%	-	48.5%
Warr. Labor	\$298,766	\$519	16.6%	-	16.6%
Int. Labor	\$198,009	\$344	11.0%	-	11.0%
Marina	\$432,099	\$750	24.0%	-	24.0%
Total	\$1,802,085	\$3,129	100.0%		\$1,802,085
Cost					
Cust. Labor	\$321,908	\$559	63.1%	-	63.1%
Warr. Labor	\$35,900	\$62	88.0%	-	88.0%
Int. Labor	\$39,787	\$69	79.9%	-	79.9%
Marina	\$108,796	\$189	74.8%	-	74.8%
Total Cost	\$506,391	\$879	28.1%		\$506,391

	Total	PUS	% Sales	BM	Avg.
Gross Margin	\$1,295,694	\$2,249	71.9%	-	71.9%
Payroll	\$231,890	\$403	12.9%	-	12.9%
Advertising	\$33,890	\$59	1.9%	-	1.9%
Direct Costs	\$32,098	\$56	1.8%	-	1.8%
Contribution	\$997,816	\$1,732	55.4%	--	55.4%

	Total	PUS	% Sales	BM	Avg.
Gross Margin	\$1,295,694	\$2,249	71.9%	-	71.9%
Payroll	\$231,890	\$403	12.9%	-	12.9%
Advertising	\$33,890	\$59	1.9%	-	1.9%
Direct Costs	\$32,098	\$56	1.8%	-	1.8%
Contribution	\$997,816	\$1,732	55.4%	--	55.4%

ADMIN YTD

	Total	PUS	% Sales	BM	Avg.
Sales	\$7,394,401	\$12,838	26.3%	-	26.3%
P & A/Pro-Shop	(\$69,735)	(\$121)	-9.5%	-	-9.5%
Service	\$997,816	\$1,732	55.4%	-	55.4%
Total	\$8,573,852	\$14,885	27.1%	--	25.8%
Add To Income	\$12,309			-	-
Gross Margin	\$8,586,161	\$14,907	27.1%	-	-

	Total	% of TC	% Sales	BM	Avg.
Total Advertising	-	-	-	-	-
CO Insurance	\$38,999	0.5%	0.1%	-	0.1%
Occupancy	\$543,972	6.3%	1.7%	-	1.7%
Other Costs	-	-	-	-	-
Administration	\$321,192	3.7%	1.0%	-	1.0%
Admin Pay	\$329,903	3.8%	1.0%	-	1.0%
Contribution	\$7,295,997	\$12,667	23.0%	--	24.8%

PROFIT/LOSS YTD

	Total	% Sales	BM
Sales	\$31,673,305		
Margin	\$9,663,646	30.5%	??.%
Expenses	\$1,245,105	3.9%	??.%
Payroll	\$1,134,853	3.6%	??.%
Add to Income	(\$12,309)	(0.0%)	

	Total	% Sales	BM
Operating P/L	\$7,295,997	23.0%	??.%
Misc. Expense	\$43,900	0.1%	
Net Profit	\$7,252,097	22.9%	