BookkeepOrr

SAMPLE PACKAGE — ILLUSTRATIVE DATA

Monthly Financial Reporting Package

A look at what a Controller-tier client actually receives each month — reconciled statements, channel performance, and plain-English commentary, not just raw numbers.

PREPARED FOR	PERIOD	PREPARED BY
Driftwood Supply Co.	**March 2026**	**BookkeepOrr**

> **Note:** Driftwood Supply Co. is a fictional company created to illustrate a real monthly reporting package. All figures on the following pages are sample data for demonstration purposes only and do not represent an actual client, audit, or attestation of any kind.

bookkeeporr.com · rhetto@bookkeeporr.com · Austin, TX

EXECUTIVE SUMMARY

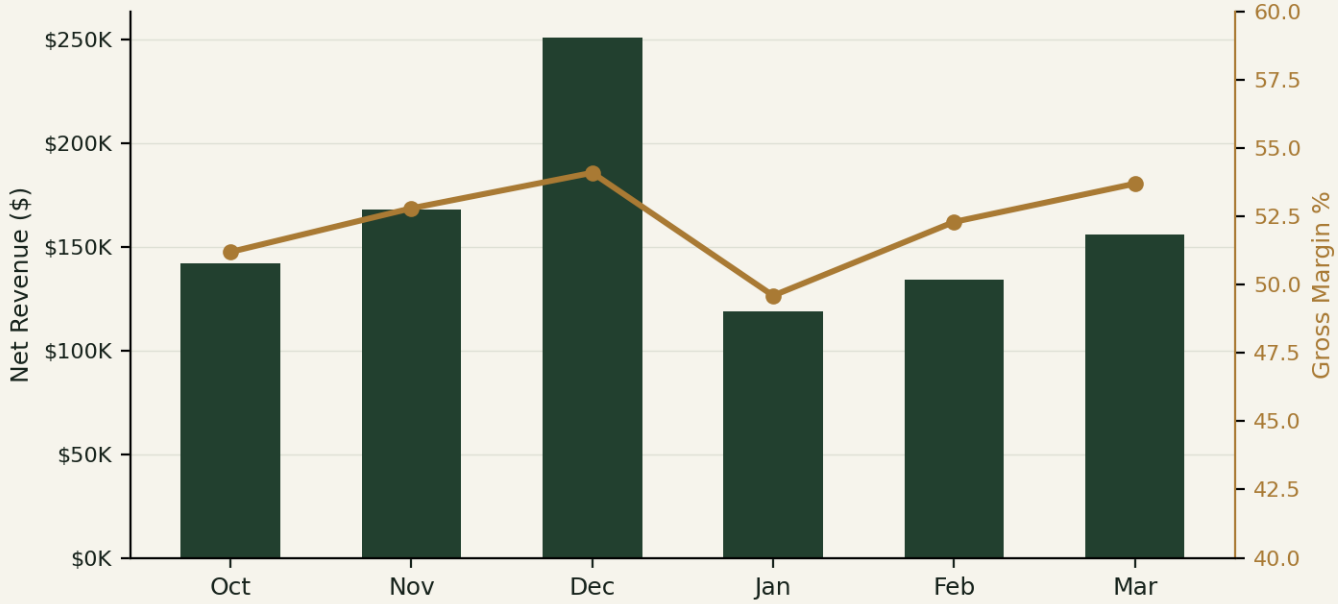
Where the business stands

March net revenue came in at $156,000, up 16% from February and back on trend after a seasonally soft January. Shopify direct-to-consumer sales remain the largest channel at 50% of revenue, with Amazon holding steady at 33%.

Gross margin improved to 53.7%, the second-best month in the trailing six, driven by a small reduction in landed cost per unit after the Q1 freight renegotiation. Operating expenses held roughly flat month over month, so the margin gain flowed through to the bottom line.

The one thing worth your attention: Inventory on hand grew faster than sales this month (see page 4). Not a problem yet, but worth watching over the next two cycles before it becomes a cash flow drag heading into Q2 reorder season.

NET REVENUE	GROSS MARGIN	NET INCOME	CASH ON HAND
$156.0K	**53.7%**	**$18.9K**	**$94.2K**
+16.4% vs. Feb	+1.4 pts vs. Feb	12.1% margin	+$11.6K vs. Feb



Net revenue and gross margin, trailing 6 months

FINANCIAL STATEMENTS

Profit & Loss

LINE ITEM	FEBRUARY 2026	MARCH 2026	CHANGE ($)	CHANGE (%)
REVENUE				
Shopify (DTC)	$67,900	$78,500	+$9,600	+15.6%
Amazon	$44,100	$51,200	+$7,100	+16.1%
Wholesale	$16,200	$19,800	+$3,600	+22.2%
Retail Pop-Up	$5,800	$6,500	+$700	+12.1%
Net Revenue	**$134,000**	**$156,000**	**+$22,000**	**+16.4%**
COST OF GOODS SOLD				
Product Cost (Landed)	$54,100	$61,200	+$7,100	+13.1%
Fulfillment & Shipping	$9,800	$11,100	+$1,300	+13.3%
Total COGS	**$63,900**	**$72,300**	**+$8,400**	**+13.1%**
Gross Profit	**$70,100**	**$83,700**	**+$13,600**	**+19.4%**
OPERATING EXPENSES				
Marketing & Advertising	$28,900	$31,400	+$2,500	+8.7%
Payroll & Contractors	$22,000	$22,000	$0	—
Software & Platform Fees	$4,700	$4,900	+$200	+4.3%
Other G&A	$6,100	$6,500	+$400	+6.6%
Total OpEx	**$61,700**	**$64,800**	**+$3,100**	**+5.0%**
Net Income	**$8,400**	**$18,900**	**+$10,500**	**+125.0%**

FINANCIAL STATEMENTS

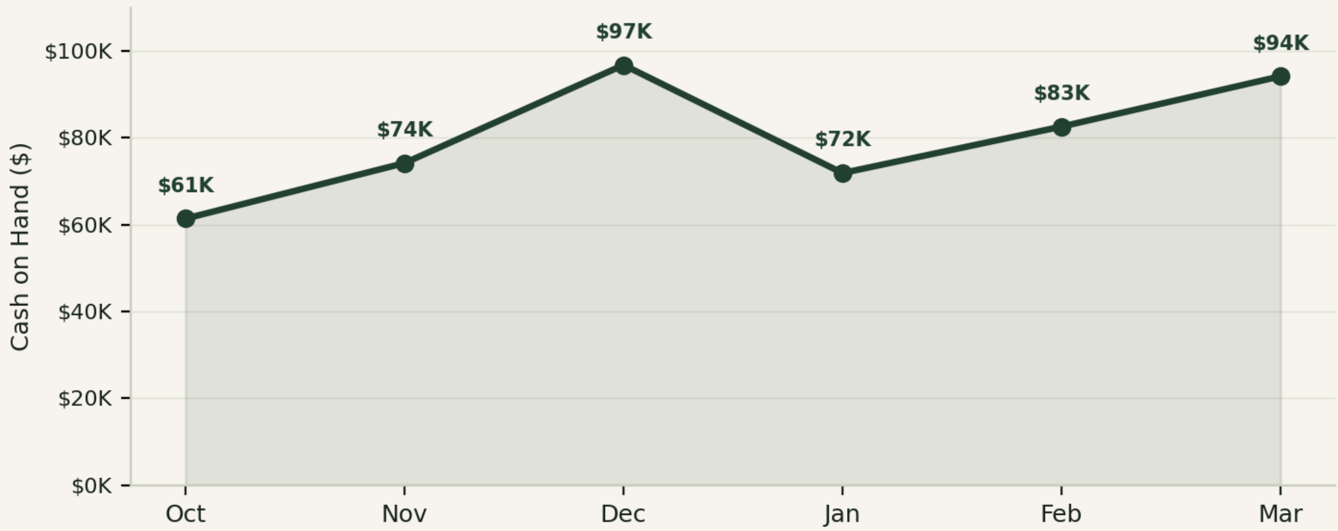
Balance Sheet

LINE ITEM	FEBRUARY 2026	MARCH 2026	CHANGE ($)	CHANGE (%)
ASSETS				
Cash & Equivalents	$82,600	$94,200	+$11,600	+14.0%
Accounts Receivable	$6,400	$8,100	+$1,700	+26.6%
Inventory	$97,300	$118,500	+$21,200	+21.8%
Prepaid Expenses	$5,600	$5,200	($400)	-7.1%
Total Current Assets	**$191,900**	**$226,000**	**+$34,100**	**+17.8%**
Equipment & Fixtures (net)	$14,900	$14,300	($600)	-4.0%
Total Assets	**$206,800**	**$240,300**	**+$33,500**	**+16.2%**
LIABILITIES				
Accounts Payable	$33,200	$41,600	+$8,400	+25.3%
Sales Tax Payable	$5,900	$6,800	+$900	+15.3%
Line of Credit	$28,000	$35,000	+$7,000	+25.0%
Total Liabilities	**$67,100**	**$83,400**	**+$16,300**	**+24.3%**
EQUITY				
Owner's Equity & Retained Earnings	$139,700	$156,900	+$17,200	+12.3%
Total Liabilities & Equity	**$206,800**	**$240,300**	**+$33,500**	**+16.2%**

Reading this page: Inventory grew $21.2K month over month while cash still grew too, which is a healthy sign, but the growth rate in inventory (+21.8%) is outpacing revenue growth (+16.4%). Worth a conversation about reorder timing before the next PO goes out.

Cash Flow Summary

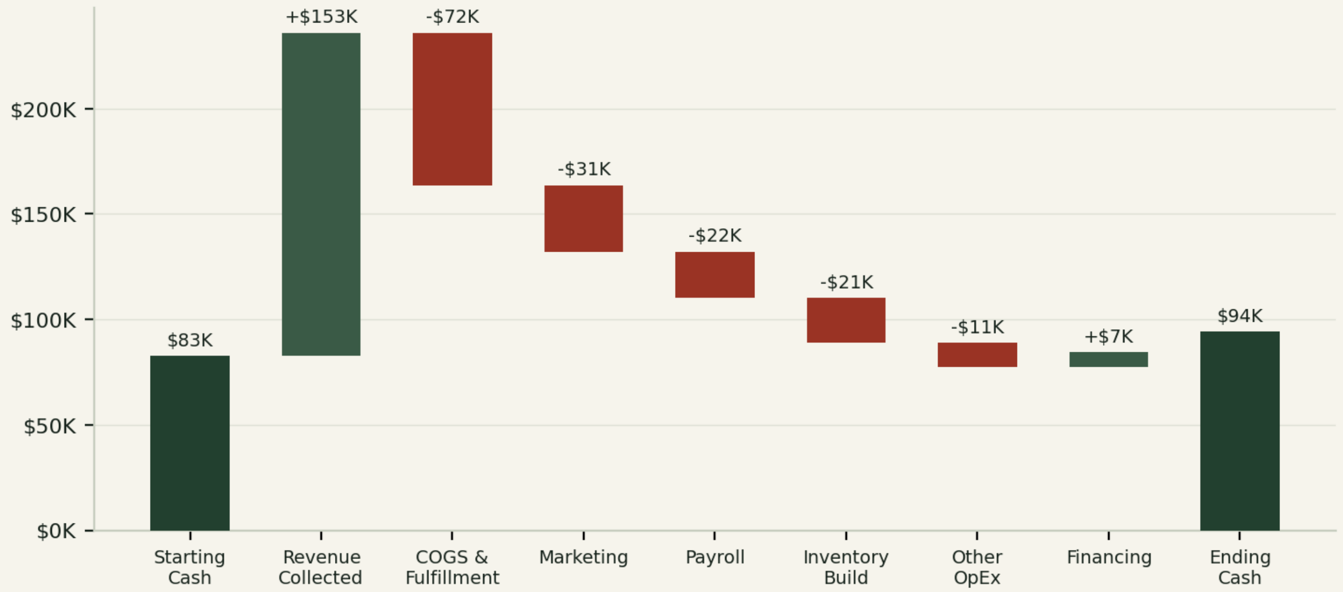
For most small business owners, this page matters more than any other in the package. Net income tells you if the business is profitable on paper — this page tells you whether you can actually make payroll.



Cash on hand, trailing 6 months

CASH ON HAND	OPERATING CASH FLOW	AVG. MONTHLY BURN	CASH RUNWAY
$94.2K	**($4.7K)**	**$67.4K**	**~4.2 mo.**
+$11.6K vs. Feb	2nd month negative	Trailing 3-mo. avg.	At current avg. spend, no revenue

Where the cash actually went — March 2026



Starting cash to ending cash, by category

LINE ITEM	MARCH 2026
OPERATING ACTIVITIES	
Net Income	$18,900
Increase in Accounts Receivable	($1,700)
Increase in Inventory	($21,200)
Increase in Accounts Payable	$8,400
Increase in Sales Tax Payable	$900
Net Cash from Operations	**($4,700)**
FINANCING ACTIVITIES	
Draw on Line of Credit	$7,000
Net Cash from Financing	**$7,000**
Net Change in Cash	**$11,600**

Why this matters: Net income and cash flow tell different stories this month, and that gap is exactly why both pages matter. The business was profitable, but operations alone didn't fund it — the inventory build did that, covered by a draw on the credit line. The "runway" figure above is a worst-case number (no revenue at all), not a prediction — it's there to answer "how much room do we have" before the next reorder, not to alarm you.