

**DON CARRICK  
STUDIO  
413  
PHOTOGRAPHY**

**WWW.STUDIO413.NET**  
Headshots • Portraits • Modeling • Corporate

## Ask SCORE

# 3 FINANCIAL REPORTS EVERY SMALL BUSINESS OWNER SHOULD UNDERSTAND

After setting financial goals and a budget for your small business, it is crucial to monitor how well your company is performing. Is it on track to achieving its revenue and profitability goals? Is it controlling its costs?

Even if you have contracted the help of an accountant, it is helpful to develop your understanding of your business's financial affairs. One way to accomplish that is to become familiar with and regularly review the following reports.

- Profit and Loss Statement
- Balance Sheet
- Cash Flow Statement

### Profit And Loss Statement (P&L)

Also called an "Income Statement," your company's P&L report indicates if your business is profitable and how profitable it is during a given period of

time (such as for the past month, past quarter or past year).

A P&L statement is made up of the following main sections:

- Total income
- Total expenses
- Net income (Your income minus expenses)

It is helpful to compare recent P&L info with that of a past period of time (such as a month this year with the same month last year) to identify if your company's profitability is improving or if there might be some issues you need to address. For example, if your sales are up but your profits are down, you would want to investigate which costs have increased to the extent that they are harming your bottom line.

*(Continued on page 48)*

**Tony & Joe's**  
Landscaping Service

**Our Services are Always in Season.**

We are a full service landscape and lawn maintenance company serving the needs of homeowner's landscaping projects large or small.

**tonyandjoeslandscapedesign.com**  
Ph: 610.775.5380 | E: toninog1014@aol.com

**FREE ESTIMATE**

# SOTTOSANTI

## LAWN • CARE

*Serving Berks County Since 1978*

- Landscape design and installation
- Hardscaping
- Patios
- Walkways
- Retaining walls
- Sod and seed lawn installation
- Excavation
- Snow removal
- Lawn mowing and maintenance
- Spring / fall cleanup
- Edging and mulching
- Shrub trimming and removal
- Fertilization and aeration
- Tree and shrub installation and maintenance



*We Can Help You Create the Outdoor Living Space of Your Dream!*



Residential  
Commercial  
Free Estimates  
Fully Insured

We're big enough to get your job done and small enough to know your name!

**610.670.7639 • 610.370.1507**  
**www.sottosantilawncare.net**

## ONDRA-HUYETT

ASSOCIATES, INC.

**Managers & Builders**

Commercial | Data Centers & Mission Critical Facilities  
Industrial & Manufacturing | Mixed-Use  
Healthcare | Hospitality & Resorts | Educational | Religious  
Bear Creek Mountain Resort & Conference Center

*Delivering Construction Services since 1995*

ohainc.com 610-366-1709

7584 Morris Court, Suite 210 | Allentown, PA 18106




# LinkTech

LinkTech, Inc. is a structured cabling system provider that designs, installs, and maintains cabling systems for all technologies and security systems/access control systems. We strive to provide reliable, high-performance data connectivity for our customers.

We appreciate the opportunity to participate in the bidding process and ask that we may be added to the bidders list. LinkTech is certified with PA D.G.S. as an MBE, ITQ, SPI and SDB.



For additional information please contact:

**Ramon Melecio, CEO**  
**rmelecio@linktechinc.com**  
**610.927.2126 Ext: 3001**  
**Cell: 610.587.0406**

**Cristian Melecio, President**  
**cristian.melecio@linktechinc.com**  
**610.927.2126 Ext: 3002**  
**Cell: 484.332.4624**

**www.linktechinc.com**

**200 Penn Ave., West Reading, PA 19611**

# BMG

Helping Entrepreneurs and  
 Small Businesses  
 Rise Above the Noise



**SOCIAL MEDIA STRATEGY | BRANDING**  
**STORYTELLING | CONTENT MARKETING**

**SMART MARKETING THAT**  
**DELIVERS RESULTS.**

**www.bellmediagr.com**  
 610.207.7604

## Ask SCORE

(Continued from page 47)

### Balance Sheet

Your Balance Sheet provides a snapshot report of your company's finances—assets, liabilities and equity—at a given moment in time. It summarizes what your business owns and what it owes. Investors who are considering funding your company will want to see your balance sheet before committing.

Most often, the report shows company assets on the left and liabilities plus equity on the right to represent the following accounting equation:

$$\text{Assets} = \text{Liabilities} + \text{Owners' Equity}$$

The totals on each side should match, hence the name "Balance" Sheet.

Running this report at any time can give you helpful insight. Most business owners—sometimes with the help of accountants—review it at the end of a month, quarter or year.

### Cash Flow Statement

Your Cash Flow Statement sheds light on:

- When cash is flowing into your company
- From where cash is flowing into your company

- When cash is flowing out of your company
- From where cash is flowing out of your company

It lists your incoming and outgoing transactions, showing how your business has earned and spent money over a period of time.

It is valuable because even a business that shows a profit on its P&L statement can run into money problems if its income is not arriving in time to be able to pay employees or to cover bills when they are due. By looking at your Cash Flow Statement, you can detect gaps and start making changes so you will have sufficient cash reserves and avoid shortfalls that could hurt your ability to conduct business and your reputation.

### Money Isn't Everything — But Managing It Isn't Optional.

By learning to read and interpret your P&L Statement, Cash Flow Statement and Balance Sheet, you will have a better sense of where you are on your course to meet your financial goals.

(Continued on page 50)

# THE PCTV

# NETWORK

**Your Hometown Station...  
We're Home For You!**

## NOW OFFERING:

- Streaming on Three Channels. 24/7
- Unbeatable Pricing for Commercial Productions and Airtime
- Webisode Productions
- Internet Placement
- Live Remote Broadcasts at The Location of Your Choice
- Local Sports Advertising Packages



**ThePCTVNetwork.com**  
ThePCTVNetwork@gmail.com • 610.327.1866

LET'S HAVE A  
**POOL PARTY!**  
*Looking for a fun place to hold your next event?*

232 E. High Street, Downtown Pottstown  
highstreetbilliardspottstown.com

PRIVATE PARTIES  
BIRTHDAYS  
MEETINGS  
TEAM BUILDING  
★  
GROUPS OF 2-100  
BYOB • Call for details!

Weekly Tournaments  
Tables Always Available  
Mon-Sat 12pm-12am / Sun 12-9pm

*High Street*  
**BILLIARDS**  
2 3 2  
*Well played.*

484.300.4345

## Ask SCORE

(Continued from page 48)

The accounting software you use probably has these reporting options built into it, or you can ask your bookkeeper or accountant to run the reports for you. You will also find templates to create reports through the SCORE website at <https://www.score.org/resource/business-planning-financial-statements-template-gallery>.

To gain a better understanding of how to use the reports to manage your business, talk with your accountant and a SCORE mentor.

Since 1964, SCORE "Mentors to America's Small Business" has helped more than 10 million aspiring entrepreneurs and small business owners through mentoring and business workshops. More than 11,000 volunteer business mentors in over 320 chapters serve their communities through entrepreneur education dedicated to the formation, growth and success of small businesses. For more information about starting or operating a small business, contact SCORE TriCounty. You can call 610.327.2673, email [tricity@scorevolunteer.org](mailto:tricity@scorevolunteer.org) or visit the website at [www.tricity.score.org](http://www.tricity.score.org).

SCORE is funded in part through a Cooperative Agreement with the U.S. Small Business Administration. All opinions, conclusions, and/or recommendations expressed herein are those of the author and do not necessarily reflect the views of the SBA.

**LOOMIS**  
THE LOOMIS COMPANY

What if...  
my business is victim of a cyber crime?  
my employees use their personal vehicles for business use?  
an employee sues me?  
someone slips & falls on my property?

Let us do the worrying for you!

From insurance application to program implementation, The Loomis Company can provide the broadest coverage at a competitive price for any size business.

**Business Insurance, Personal Insurance, Aviation, Marine, Life/Health, Employee Benefits, Risk Management, Special Programs**

Contact Kelli Gerth, CIC, CISR:  
O: 484.334.9089 | C: 484.336.5663 | E: [kgerth@loomisco.com](mailto:kgerth@loomisco.com)

PROTECTING WHAT YOU VALUE MOST. YOUR PEOPLE. YOUR ASSETS. YOUR FUTURE.

850 N. Park Road, PO Box 7011, Wyomissing, PA 19610 | 610.374.4040 | [www.loomisco.com](http://www.loomisco.com)