

Village Guide Monthly Report

VILLAGE GUIDE LIMITED

For the month ended 31 October 2020

Prepared by Ontrack Bookkeeping Ltd

Profit and Loss

VILLAGE GUIDE LIMITED

For the month ended 31 October 2020

	AUG 2020	SEP 2020	OCT 2020	YTD
Trading Income				
Care Home Listings				
Care Home Listings	280	329	329	1,078
Care Homes - METLIFECARE	49	49	49	147
Care Homes - SUMMERSET	931	931	931	2,793
Care Homes - OCEANIA	294	294	294	882
Care Homes - RYMAN	1,666	1,666	1,666	4,998
Total Care Home Listings	3,220	3,269	3,269	9,898
Village Listings				
Village Listings	6,962	7,382	7,487	49,238
Village Listings - ARENA	594	594	594	4,158
Village Listings - ARVIDA	2,673	2,673	2,673	17,642
Village Listings - BUPA	3,046	3,046	3,046	21,322
Village Listings - HERITAGE LIFECARE	806	837	929	2,571
Village Listings - METLIFECARE	4,815	4,815	4,815	33,901
Village Listings - OCEANIA	3,119	3,595	3,681	21,487
Village Listings - RYMAN	4,743	4,743	4,743	40,585
Village Listings - SUMMERSET	3,331	2,871	2,871	23,885
Total Village Listings	30,088	30,556	30,839	214,789
Other Income	5,416	3,730	3,272	15,353
Total Trading Income	38,724	37,555	37,380	240,040
Cost of Sales				
Sales contractor	1,920	1,900	928	9,068
Barfoot & Thompson	-	125	775	900
Advertising				
Advertising - Google Adwords (click spend)	3,478	4,348	3,478	23,478
Advertising - Google Adwords (management)	429	429	429	2,518
Advertising - Email Campaigns	259	277	254	2,021
Advertising - Facebook	271	1,009	900	4,159
Advertising - Facebook (management)	-	610	250	860
Advertising - General	-	157	-	557
Advertising - Other	-	-	59	1,660
Advertising - Web Banners	-	-	125	475
Advertising - Website SEO	1,103	1,083	1,071	3,257
Total Advertising	5,541	7,913	6,566	38,985
Other COS				
Village Guide Presentation - Handouts & Costs	-	-	-	2,265
Total Other COS	-	-	-	2,265
Total Cost of Sales	7,461	9,938	8,269	51,218

	AUG 2020	SEP 2020	OCT 2020	YTD
Gross Profit	31,263	27,617	29,112	188,821
Other Income				
Interest Received	3	2	3	16
Total Other Income	3	2	3	16
Expenses				
Operating Expenses				
Accommodation and Travel	-	8	-	8
Accountancy Fees	1,845	1,177	879	5,123
Bank Fees	57	49	68	359
Cleaning expenses	26	39	26	104
Client Reporting	-	50	265	1,639
Corporate Gifts	54	-	43	97
General	-	-	-	49
Interest	-	-	-	26
Legal	-	-	402	402
Motor Vehicle	-	694	-	1,248
Office	-	-	27	217
Printing & Stationery	-	24	-	178
Rent	367	367	367	2,205
Subscriptions	438	406	321	3,063
Telephone Rental & Tolls	233	244	240	1,644
Training & Courses	-	-	-	436
Website				
Website - Content Writing	360	-	-	2,458
Website - Admin	330	608	218	4,450
Website - Design	45	370	1,245	6,929
Website - General	45	68	48	664
Website - Hosting	194	178	662	1,875
Website - reports/dashboards	-	-	-	2,944
Website Development (Expense)	274	1,591	75	5,908
Total Website	1,249	2,815	2,249	25,228
Total Operating Expenses	4,269	5,874	4,886	42,026
Total Expenses	4,269	5,874	4,886	42,026
Net Profit (Loss) Before Taxation	26,996	21,746	24,228	146,811
Taxation and Adjustments				
Non Deductible Expenses				
Penalty IRD	-	-	-	186
Website Development (Asset)	-	750	-	12,495
Drawings (Expense)	6,542	7,105	6,605	44,853
Total Non Deductible Expenses	6,542	7,855	6,605	57,534
Total Taxation and Adjustments	6,542	7,855	6,605	57,534

	AUG 2020	SEP 2020	OCT 2020	YTD
Net Profit (Loss) for the Year	20,454	13,891	17,623	89,277

Top Ten Revenue by Customer

VILLAGE GUIDE LIMITED

For the month ended 31 October 2020

Income by Contact

Income by Contact					
VILLAGE GUIDE LIMITED					
For the month ended 31 October 2020					
Contact	Oct-20	Sep-20	Aug-20	Jul-20	Total
RYMAN HEALTHCARE	\$7059.00	\$8764.00	\$6409.00	\$6,409.00	\$28,641.00
METLIFECARE	\$4864.00	\$5339.00	\$8166.38	\$4,864.00	\$23,233.38
ARVIDA LTD	\$3948.00	\$3098.00	\$2673.00	\$3523.00	\$13,242.00
SUMMERSET MANAGMENT GROUP LTD	\$3802.00	\$3802.00	\$3784.37	\$3,703.00	\$15,091.37
OCEANIA HEALTHCARE	\$3696.00	\$3609.58	\$3134.09	\$3024.17	\$13,463.84
BUPA	\$3046.00	\$3521.00	\$3046.00	\$3046.00	\$12,659.00
PRESBYTERIAN SUPPORT (COMBINED)	\$1583.00	\$1583.00	\$1379.00	\$1379.00	\$59424.00
QUAIL RIDGE COUNTRY CLUB	\$971.14	\$99.00	\$2212.20	\$574.00	\$3856.34
HERITAGE LIFECARE	\$928.70	\$837.00	\$805.66	\$516.01	\$3087.37
ULTIMATE CARE GROUP	\$603.00	\$603.00	\$603.00	\$603.00	\$2412.00