

TV-101099-CT



HOUSEHOLD GOODS MOVING COMPANY PERMIT APPLICATION



Table with 2 columns: Type of Household Goods Authority Requested - Check one, Fee Required. Rows include Emergency temporary authority (\$50), Temporary authority (\$250), Permanent authority (checked, \$550), Permanent authority to transfer or acquire control (\$550), Permanent authority to transfer or acquire control under exceptions (\$250), Reinstatement of permit (\$250), Name Change (\$35), Extension of authority (\$550).

TYPE OF PAYMENT
Check Money Order X Amex Mastercard Visa

Amount: \$550.00 Expiration Date: 08/10
CERTIFICATION: I, the undersigned, under penalty for false statement, certify that the following information is true and correct, that I am authorized to execute and file this document on behalf of the applicant and that all information on file is current and valid.
Name (printed): Richard J Burton Company Name: R.J. Burton Relocation Services
Cardholder's Signature: Date: 6/14/2010

FOR OFFICIAL USE ONLY
Date Filed: 6/21/10 DOL/SOS: [Signature] ID: 6045 Permit Issued: THG-
Staff Assigned: [Signature] Insurance: Inspection: Docket #
Reception #: 111-0268-207-02 0024648 111-0268-202-01 111-0268-013-20

550.00 Amex
Auth 177376

## BUSINESS INFORMATION

Name of Applicant R J Burton Relocation Services LLC  
(must be individual, partners of a partnership or corporation)

Trade Name, if applicable \_\_\_\_\_

Physical Address 6333 Northridge Drive Snohomish, WA. 98290

Mailing Address 6333 Northridge Drive Snohomish, WA. 98290

Telephone Number ( 206 ) 898-0308 Fax Number ( 866 ) 388-7176

UBI #: 603-020-915 Email: Richard@RJBurton.com

USDOT #: 2041524 (If you currently don't have one, you can go online at [www.fmcsca.dot.gov/online-registration](http://www.fmcsca.dot.gov/online-registration) to apply for one or call 360-596-3816 or 360-596-3803 for assistance.)

Have you established a Worker's Compensation Account with the Department of Labor & Industries?  
 No  Yes L & I Account No. 603-020-915 (required if you have employees.)

Have you registered with the Employment Security Department?  No  Yes  
ESD No. 284995-00 4 (required if you have employees)

Have you registered your business with the Department of Revenue?  No  Yes

## TYPE OF BUSINESS STRUCTURE

Individual  Partnership  Corporation  Other \_\_\_\_\_  
(LP, LLP, LLC)

List the name, title and percentage of partner's share or stock distribution for major stockholders:

Name	Title	Stock Distribution or Percentage of Shares
<u>Richard Burton</u>	<u>Owner</u>	<u>100%</u>

Choose one of the following for the territory in which you wish to operate:

- All counties in the State of Washington  
 The following named counties only: \_\_\_\_\_

Describe the services you wish to provide. Explain how your services will enhance customer choice, promote competition, or fill an unmet need for service:

Moving and Storage company based in Monroe, WA. Filling an unmet need for a full service relocation company to be based in the Monroe area. Provide a local office to service interstate business for the surrounding areas through partnership with an interstate van line.

Briefly describe your experience in the transportation/household goods moving industry:

25 years in the moving industry. Experience ranges with 7 years hands on training as a mover, 8 years working in an operations capacity, and 10 years in a sales position. Best practices experience comes from working with agents for well known van lines, i.e. United, Mayflower, Allied, North American, Bekins, National, and Stevens Worldwide.

Do you currently hold, or have you ever held, a permit to operate as a motor carrier of property?  
X No  Yes If yes, please indicate your permit number \_\_\_\_\_

Have you ever applied for and been denied a permit to operate as a motor carrier of property in Washington? X No  Yes If yes, please explain \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you currently operate interstate? X No  Yes If yes, please indicate your MC# \_\_\_\_\_ and USDOT# \_\_\_\_\_

Do you operate interstate as an agent of another company? X No  Yes If yes, what is the name of the company? \_\_\_\_\_

Do you have, or have you ever had a business related legal proceeding against you in Washington, or in any other state? X No  Yes If yes, please explain: \_\_\_\_\_  
\_\_\_\_\_

Have you ever been convicted of a crime?  No X Yes If yes, please explain:  
\_marijuana possession 20+ years ago \_\_\_\_\_

Have you been cited for violation of state laws or Commission rules? X No  Yes If yes, please explain: \_\_\_\_\_

## FINANCIAL STATEMENT

You must complete the following financial statement or attach a balance sheet, profit and loss statement, or business plan.

### BUSINESS PLAN ATTACHED

Assets		Liabilities	
Cash in Bank	\$	Salaries/Wages Payable	\$
Notes Receivable	\$	Accounts Payable	\$
Investments	\$	Notes Payable	\$
Other Current Assets	\$	Mortgages Payable	\$
Prepaid Expenses	\$	TOTAL LIABILITIES	\$
Land and Buildings	\$	NET WORTH	
Trucks and Trailers	\$	Preferred Stock	\$
Office Furniture	\$	Common Stock	\$
Other Equipment	\$	Retained Earnings	\$
Other Assets	\$	Capital	\$
TOTAL ASSETS	\$	TOTAL LIABILITIES & NET WORTH	\$

## EQUIPMENT LIST

Describe the equipment you will use (attach additional sheets if necessary).

**NO EQUIPMENT HAS BEEN PURCHASED YET**

Year	Make	License Number	Vehicle ID Number	Gross Vehicle Weight

## SAFETY AND OPERATIONS

List the person and position responsible for understanding and complying with the Federal Motor Carrier Safety Regulations (FMCSR) and Washington State Laws and commission rules (WAC) as described below. Please refer to the WAC rules, Fact Sheets and publication "Your Guide to Achieving a Satisfactory Safety Rating" for assistance with requirements that may apply to your specific operations.

## SAFETY RESPONSIBILITIES

COMMERCIAL DRIVER'S LICENSE (CDL) STANDARDS REQUIREMENT AND PENALTIES (Title 49, Code of Federal Regulations Part 383). If you operate commercial motor vehicles, your drivers must have a valid CDL.

DRIVER QUALIFICATION REQUIREMENTS: (Title 49, Code of Federal Regulations Part 391). Each of your drivers must meet minimum qualification requirements. You must maintain driver qualification files for each driver.

DRIVERS HOURS OF SERVICE (Title 49, Code of Federal Regulations Part 395). Each of your drivers must maintain hours of service logs. You must maintain true and accurate hours of service records for each driver.

CONTROLLED SUBSTANCE AND ALCOHOL USE AND TESTING (Title 49, Code of Federal Regulations Part 382 and Part 40). If you operate commercial motor vehicles, your drivers must be in a Controlled Substance and Alcohol Use and Testing program. You must have an alcohol and controlled substances testing program.

INSPECTION, REPAIR AND MAINTENANCE (Title 49, Code of Federal Regulations Part 396). You must systematically inspect, repair, and maintain all motor vehicles.

PARTS AND ACCESSORIES NECESSARY FOR SAFE OPERATION (Title 49, Code of Federal Regulations Part 393). You must maintain parts and accessories in a safe condition.

LIABILITY INSURANCE REQUIREMENTS (WAC 480-15-530). You must file and maintain proof of public liability and proper damage insurance (\$300,000 minimum coverage for vehicles under 10,000 pounds GVWR and \$750,000 minimum coverage for vehicles 10,000 pounds GVWR or more)

CARGO INSURANCE REQUIREMENTS (WAC 480-15-550). You must maintain cargo insurance coverage (\$10,000 for household goods transported in motor vehicles under 10,000 pounds GVWR and \$20,000 for vehicles 10,000 pounds GVWR or more).

Name:

*RICHARD BURTON*

Position:

*OWNER*

## OPERATIONAL RESPONSIBILITIES

Annual Reports and Regulatory Fees (WAC 480-15-480). You must annually file a report of your financial operations and pay regulatory fees.

Name: <i>Richard Burton</i>	Position: <i>Owner</i>
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STATE OF WASHINGTON – general laws, rules and regulations: Individuals and companies doing business in the State of Washington must comply with the regulations of local, state, and federal agencies. Please state the name and position of the person in your organization who will be responsible for ensuring compliance with the laws of the State of Washington, such as, but not limited to the Department of Labor and Industries (industrial insurance, safety, prevailing wage); Department of Licensing (vehicle and drivers licenses, business licensing, Unified Business Identifier (UBI number), fuel permits, fuel tax; Secretary of State (corporate registrations); Department of Transportation (over-size or over-weight permits); Department of Revenue and Internal Revenue Service (taxes); and Employment Security.

Name: <i>Richard Burton</i>	Position: <i>Owner</i>
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## DECLARATION OF APPLICANT


I understand that filing this application **does not** in itself constitute authority to operate as a household goods mover.

As the applicant for a household goods permit, I understand the responsibilities of a motor carrier and I am in compliance with all local, state and federal regulations governing businesses, including household goods movers, in the state of Washington.

I understand that if the commission grants my application as a new entrant I will receive temporary authority to provide service as a household goods carrier on a provisional basis for at least six months. During this time, the commission will evaluate whether I have met the criteria in WAC 480-15-330 to obtain permanent authority. I also understand that I must comply with all conditions placed on my temporary permit and that failure to do so will result in cancellation of my permit.

My employees are sufficiently trained to comply with commission rules regarding estimates, bills of lading, rates and charges and terms and conditions of household goods moves. In addition, my employees are sufficiently trained to comply with commission rules regarding vehicle operation, maintenance, and all other safety requirements. My company will provide a copy of the customer survey to each customer for whom we provide transportation service.

I certify or declare under penalty of perjury under the laws of the State of Washington that the information contained in this application is true and correct.

<i>Richard Burton</i> Print name of applicant	 Signature of Applicant	<i>6/7/2010</i> Date and Location
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**ATTACHMENT A**

**HOUSEHOLD GOODS STATEMENT OF SUPPORT**

Your application must include at least three shipper or public statements supporting the proposed household goods moving service. Shipper statements may come from persons or organizations with a need for household goods moving services, or who support your request for a permit to provide those services. These forms may be copied by you as needed.

Applicant Name:

RJ BURTON RELOCATION SERVICES

**The following must be completed by the Supporter of the applicant**

Name, Title, and Business Name:

ARLENE AVILLA, ACCOUNTANT, WASTE MANAGEMENT

Address (include street address, mailing address, city, state, zip, and county):

13225 NE 126th PLACE KIRKLAND WA 98034

Phone Number:

(425) 814-7843

Do you currently need the services of a residential household goods moving company?

No  Yes If yes, please describe your current moving needs:

Do you anticipate a future need for the services of a residential household goods moving company?

No  Yes If yes, please describe your future moving needs:

EMPLOYEE RELOCATION AND MOVING OFFICES TO DIFFERENT LOCATIONS

Briefly describe how granting this company a permit to provide household goods moving services in Washington State will benefit you, your business, and/or your community:

IT WOULD BE NICE TO HAVE MORE OPTIONS IN OUR AREA

Is there anything else the Commission should consider when making a determination about this company's application for a household goods permit?

RICHARD IS VERY HONEST

I certify (or declare) under penalty of perjury under the laws of the state of Washington that the foregoing is true and correct.

[Signature]

6/4/10 KIRKLAND, WA

Signature of Person Completing Form

Date and Location

**ATTACHMENT A**

**HOUSEHOLD GOODS STATEMENT OF SUPPORT**

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Applicant Name:

RJ. BORTON RELOCATION SERVICES

**The following must be completed by the Supporter of the applicant**

Name, Title, and Business Name:

ALLEN SMITH, PROJECT COORDINATOR CB RICHARD ELLIS

Address (include street address, mailing address, city, state, zip, and county):

10535 WILLOWS RD NE, REDMOND, WA 98052

Phone Number:

425 704 9921

Do you currently need the services of a residential household goods moving company?

No  Yes If yes, please describe your current moving needs:

Do you anticipate a future need for the services of a residential household goods moving company?

No  Yes If yes, please describe your future moving needs:

yes, for handling ~~ANY~~ moves within our company & our employees who routinely use the services of moving companies <sup>for</sup>

Briefly describe how granting this company a permit to provide household goods moving services in Washington State will benefit you, your business, and/or your community:

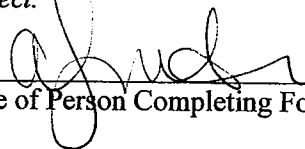
increase competition, increase services in monroe & surrounding areas.

Is there anything else the Commission should consider when making a determination about this company's application for a household goods permit?

none

I certify (or declare) under penalty of perjury under the laws of the state of Washington that the foregoing is true and correct.

Signature of Person Completing Form



Date and Location

6/5/10 Redmond, WA



## ATTACHMENT A

### HOUSEHOLD GOODS STATEMENT OF SUPPORT

Your application must include at least three shipper or public statements supporting the proposed household goods moving service. Shipper statements may come from persons or organizations with a need for household goods moving services, or who support your request for a permit to provide those services. These forms may be copied by you as needed.

Applicant Name: Richard Burton  
R J Burton Relocation Services LLC

#### The following must be completed by the Supporter of the applicant

Name, Title, and Business Name:

**Michael Eickerman, MD Owner, Monroe General Surgery**

Address (include street address, mailing address, city, state, zip, and county):

**14841 179<sup>th</sup> Ave SE  
Monroe, WA 98272**

Phone Number: **360-794-1415**

Do you currently need the services of a residential household goods moving company?

No  Yes If yes, please describe your current moving needs:

Do you anticipate a future need for the services of a residential household goods moving company?

No  Yes If yes, please describe your future moving needs:

**We offer a move allowance for new physicians and staff**

Briefly describe how granting this company a permit to provide household goods moving services in Washington State will benefit you, your business, and/or your community:

**A professional moving company will be a welcome addition to the Monroe community**

Is there anything else the Commission should consider when making a determination about this company's application for a household goods permit?

**I look forward to a long term business relationship with R J Burton**

*I certify (or declare) under penalty of perjury under the laws of the state of Washington that the foregoing is true and correct.*

  
Signature of Person Completing Form

**6/18/2010 Monroe WA**  
Date and Location

**R.J. BURTON RELOCATION SERVICES, LLC**  
**BUSINESS PLAN**

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- 1.0 Executive Summary**
- 2.0 Company Overview**
- 3.0 Product & Services**
- 4.0 Market Analysis**
- 5.0 Marketing & Sales**
- 6.0 Management Team**
- 7.0 Financial Plan**

206-898-0308

Richard@RJBurton.com

Snohomish Washington, USA

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## 1. Executive Summary

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### 1.1 Introduction

**R.J. Burton Relocation Services** is a full service moving and storage company striving to provide quality transportation services throughout United States for both residential and corporate transferees.

Through innovation and experience, R.J. Burton Relocation Services delivers a level of quality service that consistently meets our customer's needs and exceeds expectations.

Our team of professionals work together to deliver solutions that meet your specific needs. R.J. Burton Relocation Services offers programs such as guaranteed pick-up and delivery dates, economical pricing and comprehensive transit protection.

R.J. Burton Relocation Services is fully licensed, bonded, and insured as necessary to meet the professional obligations of a household goods relocation company.

### 1.2 Vision:

To become widely respected as one of the best moving and storage company services in town.

In order to achieve this goal, **R.J. Burton Relocation Services** critical success factors will be to identify emerging trends and integrate them into R.J. Burton Relocation Services operations, respond quickly to technology changes/be there early, provide high-quality services, continue to invest time and money in marketing and advertising, continue to expand into specialty markets, and stay ahead of the "technology curve."

By focusing on its strengths, its key customers, and the underlying values they need, **R.J. Burton Relocation Services** will increase sales to more than **\$397,905** in three years, while improving the gross margin on sales and cash management and working capital.

This business plan leads the way. It renews our vision and strategic focus: adding value to our target market segments in our local market. It also provides the step-by-step plan for improving our sales, gross margin, and profitability.

### 1.3 The Company

The company was initially formed as an LLC by Richard Burton in 2010. Mr. **Richard Burton** capitalized on the growing moving and storage industry to create a niche market for its services.

R.J. Burton Relocation Services leases its **3000** square feet head office which, has adequate office space to conduct its operations.



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R.J. Burton Relocation Services has a world class management team with direct knowledge of the industry, extensive research experience, and unique administrative skills.

At some point in the future, management expects to outgrow this office space.

#### **1.4 Mission Statements**

R.J. Burton Relocation Services is dedicated to prompt courteous service at a reasonable cost in the metropolitan area.

Qualified drivers and a prudent administrative staff are the two entities that will make R.J. Burton Relocation Services a successful business in Monroe, WA.

#### **1.5 Objectives**

R.J. Burton Relocation Services keys to success will include:

##### **Financial Objectives**

- Increase revenue

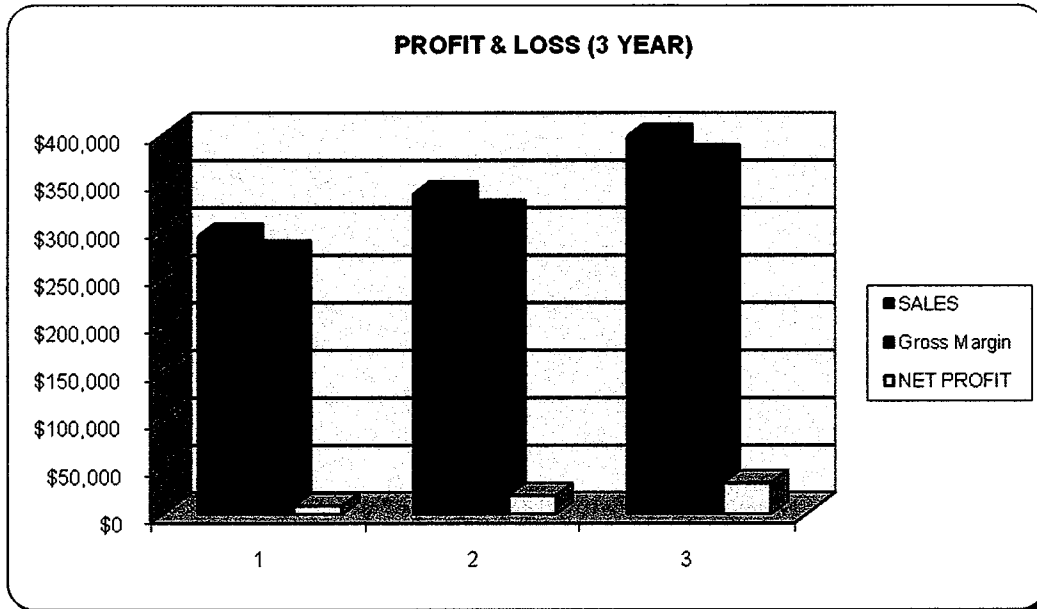
##### **Marketing Objectives**

- Increase marketing efforts.
- Expand market area.
- Expand marketing reach.
- Brand recognition.

#### **1.6 Keys to Success**

At times customers don't know what to expect from a moving company. Here is a list of what R.J. Burton Relocation Services considers the "keys to Success" .

- 1.** Complete, accurate information and explanation about the upcoming move.
- 2.** Trained and certified sales representative.
- 3.** Uniformed moving crew that is trained, courteous, motivated and experienced.
- 4.** Clean, well-maintained trucks designed to move household goods.
- 5.** Proper moving equipment.
- 6.** Prompt, courteous post-move services, especially on Long distance relocation.  
Secure, climate controlled, professionally operated storage facility.
- 7.** Punctuality of the movers.



## 2 Company Summary

At **R.J. Burton Relocation Services**, we strive to offer superior service and quality in the moving and storage services to consumers and businesses.

We will create a service environment that caters to the customer's needs.

We estimate an optimistic gross margin over the industry average of 18%. We will be successful because of the excellent team we have assembled and the drive and determination of the owner.

The company's management philosophy is based on responsibility and mutual respect.

R.J. Burton Relocation Services maintains an environment and structure that encourages productivity and respect for customers and fellow employees. Additionally, the environment encourages employees to have fun by allowing creative independence and providing challenges that are realistic and rewarding.

### 2.1 Company Ownership

R.J. BURTON RELOCATION SERVICES, LLC is owned by **Richard Burton**.

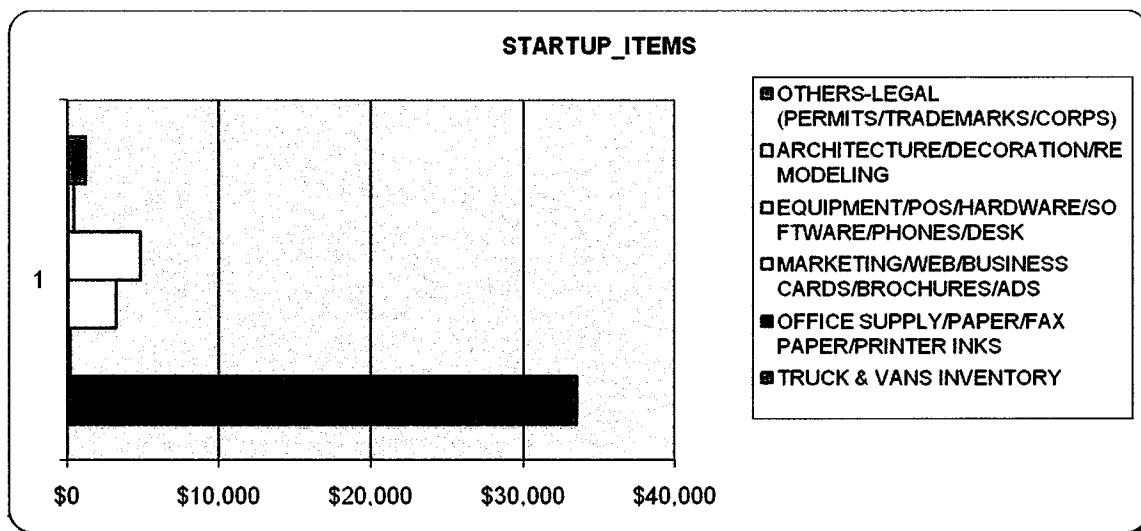
R.J. Burton Relocation Services will offer a wide range of business hours and exceptional customer service.



The business will be located in a high traffic area in Monroe, WA and will have a total of five employees by the end of year one. R.J. Burton Relocation Services is forecasted to reach profitability by month nine and will have **\$32,817** in profit by year three.

## 2.2 Start-up Summary

R.J. Burton Relocation Services will have the following start-up costs, of which everything that is a long-term asset (any asset that will be used for more than one year) will be depreciated using the straight-line method.



- **Legal fees:** used for business formation and generation and review of contracts.
- **Truck & Vans acquisition:** Vehicle & transportation inventory assets.
- **Advertising costs:** costs attributed to advertisements placed in the local magazines.
- **Computer** for the office including a printer, and Internet connection.
- **Furniture** for the office.
- **Phone** lines.
- **Fax** machine and copier.

## 2.3 Company Locations and Facilities

R.J. Burton Relocation Services head office is located at **Monroe, WA.**

R.J. Burton Relocation Services leases **3000** square feet head office which has adequate office space to conduct its operations.



At some point in the future, management expects to outgrow this office space. Additional office space will be sought at the appropriate time.

<b>START-UP EXPENSES (REQUIREMENTS)</b>	
<b>BUSINESS START YEAR</b>	<b>2010</b>
OFFICE SUPPLY/PAPER/FAX PAPER/PRINTER INKS	\$145
MARKETING/WEB/BUSINESS CARDS/BROCHURES/ADS	\$3,190
EQUIPMENT/POS/HARDWARE/SOFTWARE/PHONES/DESK	\$4,770
ARCHITECTURE/DECORATION/REMODELING	\$400
OTHERS-LEGAL (PERMITS/TRADEMARKS/CORPS)	\$1,185
LEASE (2000 per month x 3 months)	\$6,000
INSURANCE	\$500
TRUCK_1	\$18,000
TRUCK_2	\$9,000
TRUCK_3	\$2,000
FORKLIFT	\$3,000
STORAGE VAULTS	\$1,500
FRANCHISE FEE	\$0
BUSINESS FEE TRANSFER	\$0
<b>TOTAL START-UP EXPENSES</b>	<b>(\$49,690)</b>
<b>Start-up Assets Needed</b>	
Cash Balance on Starting Date	\$0
Start-up Inventory	\$0
Other Current Assets	\$0
<b>TOTAL CURRENT ASSETS</b>	<b>\$0</b>
Long-term Assets	\$0
<b>TOTAL ASSETS</b>	<b>\$0</b>
Total Requirements	(\$49,690)
<b>Funding &amp; Investor</b>	
<b>INVESTOR 1</b>	\$0
<b>INVESTOR 2</b>	\$0
<b>OWNER 1</b>	\$58000
<b>OWNER 2</b>	\$0
<b>BANK 1</b>	\$0
<b>BANK 1</b>	\$0
<b>TOTAL INVESTMENT</b>	<b>\$58,000</b>



<b>Current Liabilities</b>	
Accounts Payable	\$0
Current Borrowing	\$0
Other Current Liabilities	\$0
<b>CURRENT LIABILITIES</b>	<b>\$0</b>
Long-term Liabilities	\$0
<b>TOTAL LIABILITIES</b>	<b>\$0</b>
<b>LOSS AT START-UP</b>	<b>\$49,690</b>
TOTAL CAPITAL	\$8,310
<b>TOTAL CAPITAL &amp; LIABILITIES</b>	<b>\$8,310</b>

### 3 Services & Products

R.J. Burton Relocation Services is a full service moving and storage company. Our office and field personnel have over **50** years of experience in the moving industry specializing in various moves from Fine Art relocation cross-country to local residential moves within Monroe and beyond.

At R.J. Burton Relocation Services we maintain a system wide commitment to delivering the **highest quality service to customers.**

Our Moving Services include:

- Coordination of in-town and out-of town moves
- Packing/Unpacking your mementoes and keepsakes
- Sorting/Organizing
- Complete apartment set-up (furniture placement, assembly, unpacking etc).
- Hang pictures
- Coordinate moving truck/Supervise movers
- Arrange for charity to pick-up your donations
- Clean-up/Finish-out
- Estate Sales Services

#### 3.1 Our Main benefits:

- **PRICES :** We offer competitive prices for any size move. Our relocation specialists will explain all the phases of your move. They are available to provide customer with a comprehensive and accurate cost estimate, at no cost or obligation.





- **INSURANCE:** We carry full liability insurance from the starting point to customer final destination. All goods are insured while in transit.
- **EMPLOYEES :** Our staff is professionally trained, with many years of experience. They are dedicated in providing each shipper with the best move possible.
- **EQUIPMENT :**We provide fully-equipped trucks which are specially designed to reduce the possibility of damage customer goods in transit.
- **STORAGE:** Clean, climate controlled and secured facilities providing for the safe storage of customer personal belongings.
- **LONG DISTANCE :**Whether destination is across the country, across the globe or just across town, our national network can be counted on to take the stress out of moving.

### **3.1.1 Services description:**

**Local Moving :** R.J. Burton Relocation Services has the experience, personalized service, and equipment to make customer move hassle-free. Local moving service includes:

- Available service 24 hours, 7 days a week.
- Blanket wrapping of all furniture.
- Packing and crating of glass, pictures, and mirrors.
- Latest model moving trucks and vans.
- Personal relocation consultant for every move.
- Free estimates.
- Detailed inventories provided upon request.
- No additional fees for pianos, stairs, or long carries.
- Uniformed, professionally trained movers

**Long Distance Moving :** "Long distance moving involves any move that crosses state lines. R.J. Burton Relocation Services offers service throughout the 48 contiguous States through its relationship with an interstate van line. Long distance service includes:

- Available service 24 hours, 7 days a week.
- Detailed inventories for each move.
- Guaranteed pick-up and delivery dates.
- Local services performed by R.J. Burton Relocation Services personnel.
- Free consultation.
- Specially designed containers available.

### **Moving Charges**



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Long-distance moving is based upon the mileage from the origin to the destination, and the total weight of your belongings. Through our van line relationship R.J. Burton Relocation Services will pick customer items up from your home and, if necessary, store them in our storage facility until the shipment is ready to leave for the destination.

Alternatively, R.J. Burton Relocation Services offers pick up at customer current residence with a direct delivery to their new home. R.J. Burton Relocation Services will complete a full inventory of your belongings and will safely and securely wrap or box items that require special care.

**Storage:** R.J. Burton Relocation Services has a state-of-the-art climate controlled facility conveniently located in Monroe, WA. Our warehouse is only accessible to customers accompanied by a R.J. Burton Relocation Services staff member.

R.J. Burton Relocation Services also offers overnight truck storage. If customer need to be out today and cannot get into your new home until tomorrow this may be a convenient option for them. Our team of professionals will pick up items one day and store them securely overnight and deliver them to customer the next morning.

## **Specialized Services**

### **R.J. Burton Relocation Services Drivers:**

- Are trained to handle your relocation, from the pick up to the delivery location.
- Have extensive experience in the handling and transportation of specialized property.
- Have extensive knowledge in a large variety of moves, e.g. Piano relocation & fine art etc.

### **R.J. Burton Relocation Services Foremen:**

- Coordinate with drivers to ensure that all shipments arrive on-time and in good condition
- Coordinate with the people at each point of the move to ensure that the loading and unloading go smoothly.
- Coordinate with drivers to ensure that the utmost care is taken while transporting the merchandise to and from the locations
- Ready to handle any problem that may arise

### **R.J. Burton Relocation Services Movers:**

- Fully trained to assist with many types of relocation and other specialized requirements that may be necessary
- Fully trained for using the correct packing equipment for the job at hand
- Easily recognizable from their R.J. Burton Relocation Services uniforms







- Courteous and polite

### **Specialized Equipment**

R.J. Burton Relocation Services Equipment:

#### **State-of-the-art Tractors trucks and Trailers**

- Air-ride vans with a suspension system that guarantees safe transport
- Power lift gates
- Wide doors, also located on the side, for heavy and large piece
- Climate controlled trucks, (& storage facility, if needed), to maintain specific temperature and humidity levels inside the van to protect sensitive cargo

#### **Other services:**

- Specialized packing materials and service
- Climate controlled warehousing available
- Component consolidation

Each vehicle is equipped with a digital cellular phone, a digital two-way radio, and/or road vehicle tracking.

### **3.2 Fulfillment**

R.J. Burton Relocation Services is required to comply with various rules and regulations among a number of local, state, and federal agencies.

Locally, the company is required to maintain its business license and comply with local regulations and city codes. From a State level, the company is required to comply with all State laws concerning employment law, corporate law, and consumer products regulations.

From a Federal level, the company is required to comply with additional consumer product laws, taxation, etc.

R.J. Burton Relocation Services accounting policy follows generally accepted accounting principals. R.J. Burton Relocation Services financials are turned over to the CPA on a quarterly basis.

R.J. Burton Relocation Services uses Quick Books for its accounting software; Accounting is system based on the accrual method. The fiscal year is based on year-end. Financial reporting methods include monthly, quarterly, and annual statements. An annual audit is to be performed by the firm's CPA firm in January.



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R.J. Burton Relocation Services carries insurance for business liability, automobile, and medical coverage. Additional insurance programs such as worker's compensation and key-man coverage will most likely be consummated by the close of the third quarter of 2010.

Management has no pending lawsuits or threat of legal action directed at either the company or its officers.

## **4 Market Analysis Summary**

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R.J. Burton Relocation Services continues to conduct industry analysis to stay current on the nature and dynamics of the industry. This process helps management develop insight and devise sustainable business and marketing strategies to assure future success and avoid making decisions based on blind assumptions.

R.J. Burton Relocation Services business model was developed under two areas of knowledge: understanding the industry, and by having worked for and observed successful companies (and their business models) in the moving industry.

According to the Washington State Economic and Revenue Forecast Council report in February 2010 there is a positive expectation that economic recovery will be increasing mid-year. We expect 12.2% growth in the 11-13 biennium compared to the current one.

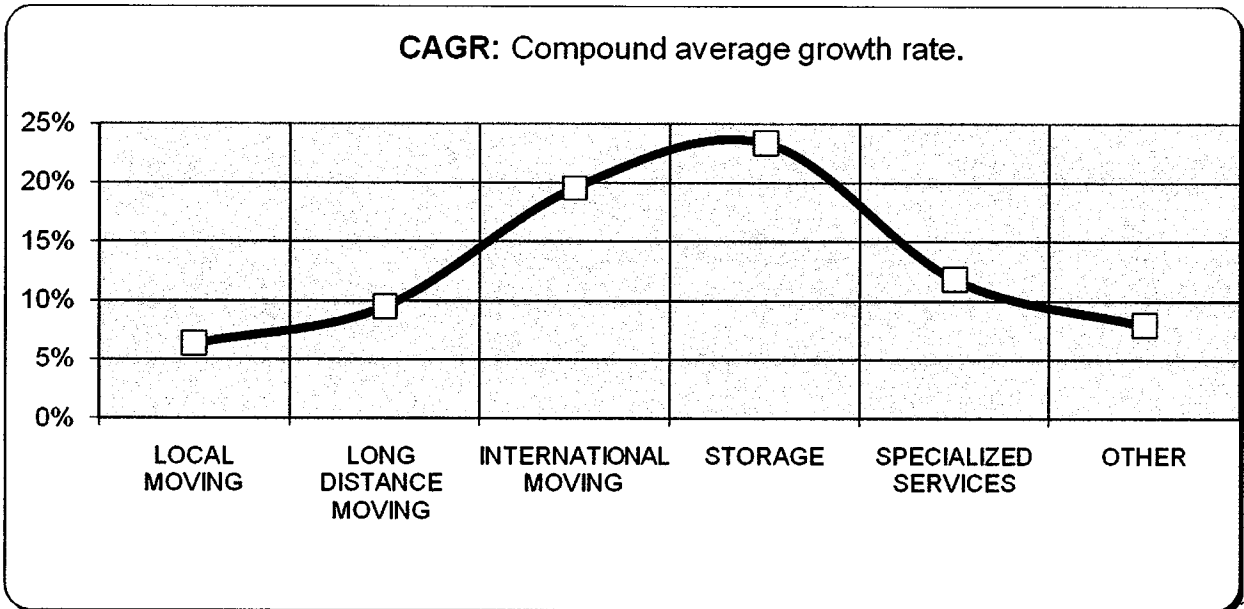
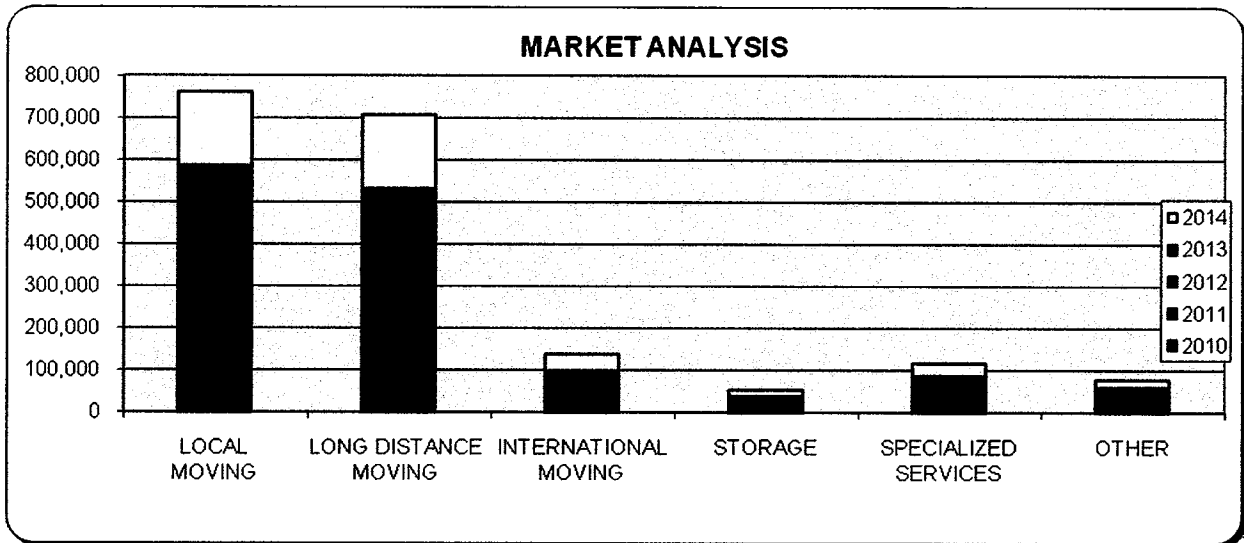
Gross domestic product is expected to gradually increase from 3.8% in Q3 2010 to a 5.5% increase in Q4 in 2011, a nearly 2% gain over 6 quarters offers promise that the economy is moving out of the current recession.

International Data Corporation (IDC) estimated that the number of small businesses engaged in e-commerce increased 47.1% annually, from 400,000 at the end of 1999 to almost 2.8 million at the end of the year 2003. The broad adoption of the Internet by these small enterprises and the widespread adoption of the Internet as a purchasing vehicle has created a wealth of opportunities for businesses that offer products and services to small businesses and consumers. Simultaneously, it has given both small businesses and consumers a wider variety of products from which to choose at competitive prices.

### **4.1 Market Segmentation**

Our services and market strategy will be based on 5 different service segments:

- Local Moving
- Long Distance Moving
- International Moving
- Storage
- Specialized Services



## 5 Marketing Strategy & Sales

R.J. Burton Relocation Services developed its sales and marketing strategy by analyzing its own internal strengths and then analyzing current market conditions.



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This process helped R.J. Burton Relocation Services create its marketing and sales strategy to leverage its competitive advantages with a unique marketing strategy, thus establishing it as Monroe's leading moving services for businesses and consumers.

R.J. Burton Relocation Services ongoing marketing strategy involves the company maintaining and expanding a broad base of clients in target territories, establishing alliances with realtors and re-location companies so that it can deliver high-quality services, and invoking its own organization to bring these together and implement total solutions for customers. The company will move from the traditional product-focused strategy to a total-focus on customer ownership.

The overall marketing plan for R.J. Burton Relocation Services is based on the following fundamentals:

- The segment of the market(s) planned to reach.
- Share of the market expected to capture over a fixed period of time.

Our year **2010** marketing goals include the following:

- Capture **6%** market share of businesses in the **Monroe** market areas.
- Capture **2%** market share of consumers in the **Monroe** market areas.
- Substantially increase sales over 2010 levels.
- Make a major branding effort emphasizing R.J. Burton Relocation Services name and array of services.
- Initiate new marketing program with a budget of **\$3,500**.
- Create new collateral marketing materials (brochures, radio ads, video).
- Media placements including magazine, TV, radio, Internet, print, and banner advertising.
- Expand service offerings.

### **5.3 Competitive Edge**

Our competitive edge is our positioning as strategic ally with our clients, who are clients more than customers. By building a business based on long-standing relationships with satisfied clients, we simultaneously build defenses against competition. The longer the relationship stands, the more we help our clients understand what we offer them and why they need it.

### **5.4 Pricing Strategy**

During our initial consultation (no charge to customer), we will gather detailed information about customer current home and new living space. After we have assessed the moving needs, **R.J. Burton Relocation Services** will provide customer with a "**Good Faith Estimate**". This estimate includes the total cost of the moving package, boxes, and moving truck.





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Local moving charges are based upon hourly rates.

The rate begins when the crew arrives at customer first location and covers the total time of the move: the loading, driving to new location, and the unloading. Additional stops in between locations are included in the total moving time--there are no extra charges for multiple stops.

In addition there is also a travel charge. This one-time fee covers the mover's costs for traveling from their facilities to your location, and back to their office once the move is complete.

The company has also established a pricing and commissions structure for future sales representatives and distributors.

### **5.5 Promotion Strategy**

**During 2010**, R.J. Burton Relocation Services marketing goals also include positioning the company for co-branding alliances with several moving & realtors industry leaders.

It is R.J. Burton Relocation Services belief that the best way to introduce its services to businesses as well as consumers is through aggressive telemarketing & satisfied customers.

In addition to standard advertisement practices, R.J. Burton Relocation Services will gain considerable recognition through these additional promotional mediums:

#### **Sales Brochure**

Our collaterals have to sell R.J. Burton Relocation Services!!

#### **Direct Mail**

We must radically improve our direct mail efforts, reaching our established customers.

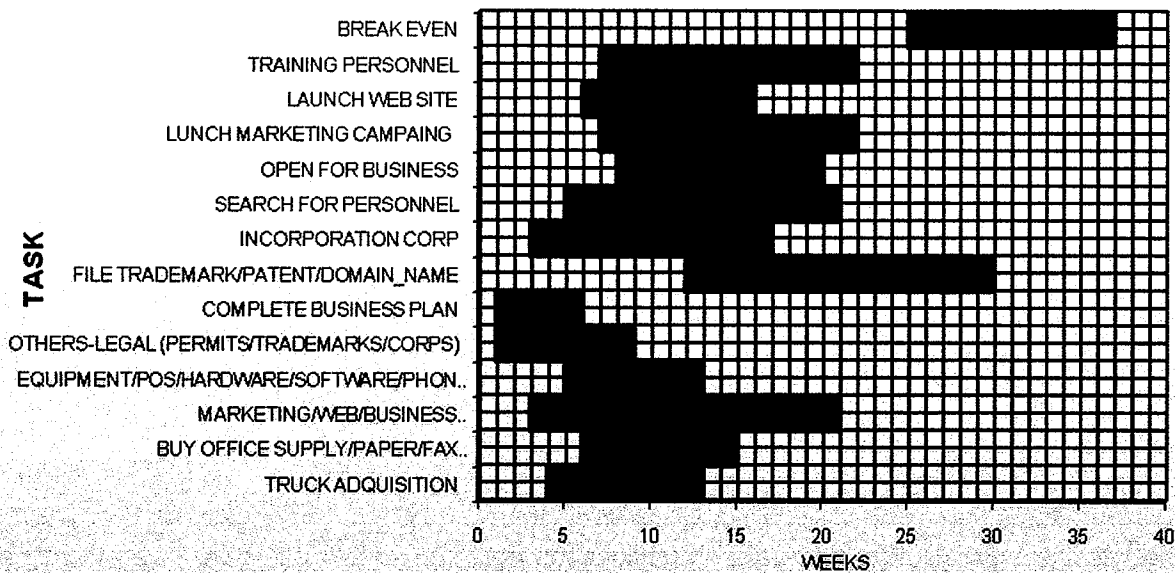
#### **Local Media**

It's time to work more closely with the local media. We could offer the local radio a regular talk show on new moving services for small business, as one example.

Our important milestones are shown on the following table. Row by row, they track the need to follow up on strategy with specific activities. Most of the activities on the list can be easily tied to our strategic goals of selling more service and enhancing the relationship with the customer.



### PROJECT TIMELINE IN WEEKS



### 5.6 Marketing Programs

Advertising programs include direct response advertising, public relations program, co-marketing promotion, relationship building, direct sales efforts, telemarketing, trade shows, ads in print media and radio and television.

R.J. Burton Relocation Services marketing propositions are designed to appeal to various target audiences, regardless of their level of sophistication.

R.J. Burton Relocation Services will continually inform businesses and consumers through press releases and media placements about the service benefits as well as endorsements from other customers.



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These two factors naturally create a curiosity from those not previously exposed to R.J. Burton Relocation Services, as well as the public sector seeking improved methods in moving deals. Overall, this is intended to encourage further investigation by businesses and consumers and is precisely the result R.J. Burton Relocation Services seeks. It is believed that this strategy will draw an abundance of curiosity from which a substantial market can be developed.

As an extra incentive for customers and potential customers to remember R.J. Burton Relocation Services name, the company plans to distribute advertising specialties with the company logo. This will be an ongoing program for the company, when appropriate and where it is identified as beneficial.

### **5.6.1 Strategic Alliances**

R.J. Burton Relocation Services will develop strategic partnerships with local realtor companies . Management feels that these partnerships will enhance moving sales and help build critical mass and business momentum.

When R.J. Burton Relocation Services agrees to accept a new client, it is accepting a new business partner. Plans are underway to further strengthen relationships and establish other relationships as the need arises in the future.

### **5.6.2 Competitive Edge**

Our future is highly dependent upon measuring resources we need in order to execute our plans and be competitive. Our method includes qualitative and/or quantitative measurements of competition and by estimating our own company growth, sales, and cash flows.

Our resources are also measured in terms of people, trucks, financial, and critique to see if the resources fit are adequate for the situation. Resources are available as needed to meet the technology curve. In general our strengths include business management, accounting and finance, knowledge of the moving industry, and experience in running successful businesses in the past.

R.J. Burton Relocation Services prides itself on its high-quality customer service. Although excellent customer service is expected, not all provide this. R.J. Burton Relocation Services is available at all times for customer service and inquiries.

### **5.7 Web Plan Summary**

In year 1, R.J. Burton Relocation Services plans to develop a Web presence and in year 2, add e-commerce to its business model. R.J. Burton Relocation Services website, [www.RJBurton.com](http://www.RJBurton.com), will be a secondary channel of business serving as virtual business card and showroom for the moving service, as well as its online "home."



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To further show off its expertise, R.J. Burton Relocation Services website will provide a resources area, offering articles, research, product information and website links of interest to its customers.

R.J. Burton Relocation Services website will mirror the image and branding elements showcased in the company and at the same time, keep up with the latest trends in user interface design.

The key to the website strategy will be combining a well designed front-end, with a back-end capable of capturing "hits" and customer data for use in future marketing endeavors.

### **5.7.1 Website Marketing Strategy**

Market strategy in a services business depends on recognition of expertise by the consumer. For R.J. Burton Relocation Services, it will start with our existing brick-and-mortar company customer base, informing them of our internet presence and encouraging their word-of-mouth recommendations to others.

Further awareness will be heightened by utilizing search engine marketing, banner advertising, and affiliates.

### **5.7.2 Development Requirements**

Costs that The R.J. Burton Relocation Services will expect to incur with development of its website include:

#### **Development Costs**

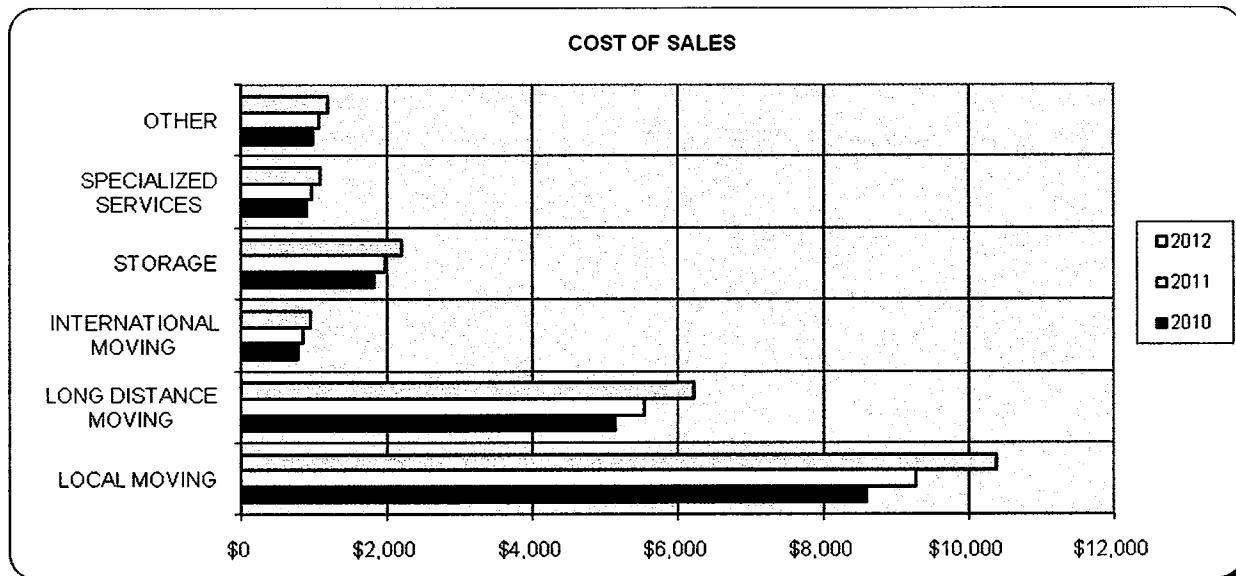
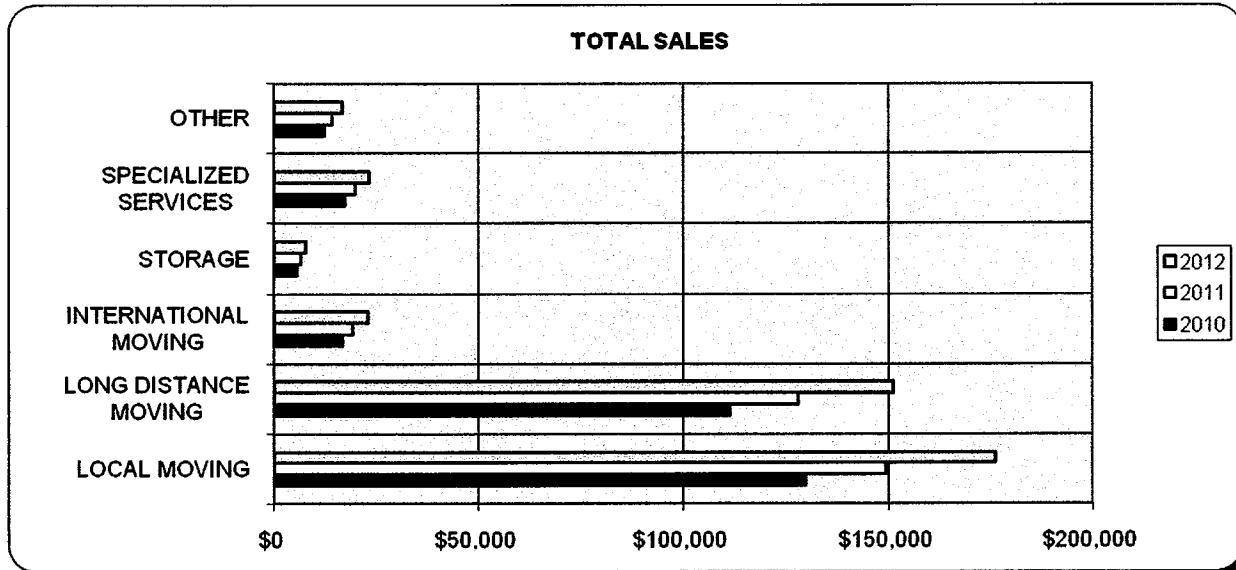
- Site Design - \$1,000.
- Site Implementation - Free.
- R.J. Burton Relocation Services is grateful for the significant cost savings and advice that this connection will provide.
- Website name registration for .COM - \$35 per year.
- Site Hosting - \$30 or less per month.
- Search Engine Registration - \$100 per year.
- Site Design Changes - Changes in the site, such as photography costs (estimated at \$150-\$200 per shot), are considered to be part of Marketing and Advertising.

### **5.8 Sales Forecast**

The following table and chart illustrates the projected services sales forecast of R.J. Burton Relocation Services by services category:



<b>SALES FORECAST</b>			
<b>SALES</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
<b>RATIO %</b>	<b>0.0%</b>	<b>15.0%</b>	<b>18.0%</b>
LOCAL MOVING	\$129,744	\$149,206	\$176,063
LONG DISTANCE MOVING	\$111,280	\$127,972	\$151,007
INTERNATIONAL MOVING	\$16,800	\$19,320	\$22,798
STORAGE	\$5,760	\$6,624	\$7,816
SPECIALIZED SERVICES	\$17,220	\$19,803	\$23,368
OTHER	\$12,420	\$14,283	\$16,854
<b>TOTAL SALES</b>	<b>\$293,224</b>	<b>\$337,208</b>	<b>\$397,905</b>
<b>DIRECT COST OF SALES</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
<b>RATIO %</b>	<b>0.0%</b>	<b>8.0%</b>	<b>12.0%</b>
LOCAL MOVING	\$8,586	\$9,273	\$10,386
LONG DISTANCE MOVING	\$5,136	\$5,547	\$6,213
INTERNATIONAL MOVING	\$784	\$847	\$948
STORAGE	\$1,824	\$1,970	\$2,206
SPECIALIZED SERVICES	\$903	\$975	\$1,092
OTHER	\$989	\$1,068	\$1,196
<b>SUB/DIRECT COST OF SALES</b>	<b>\$18,222</b>	<b>\$19,680</b>	<b>\$22,041</b>



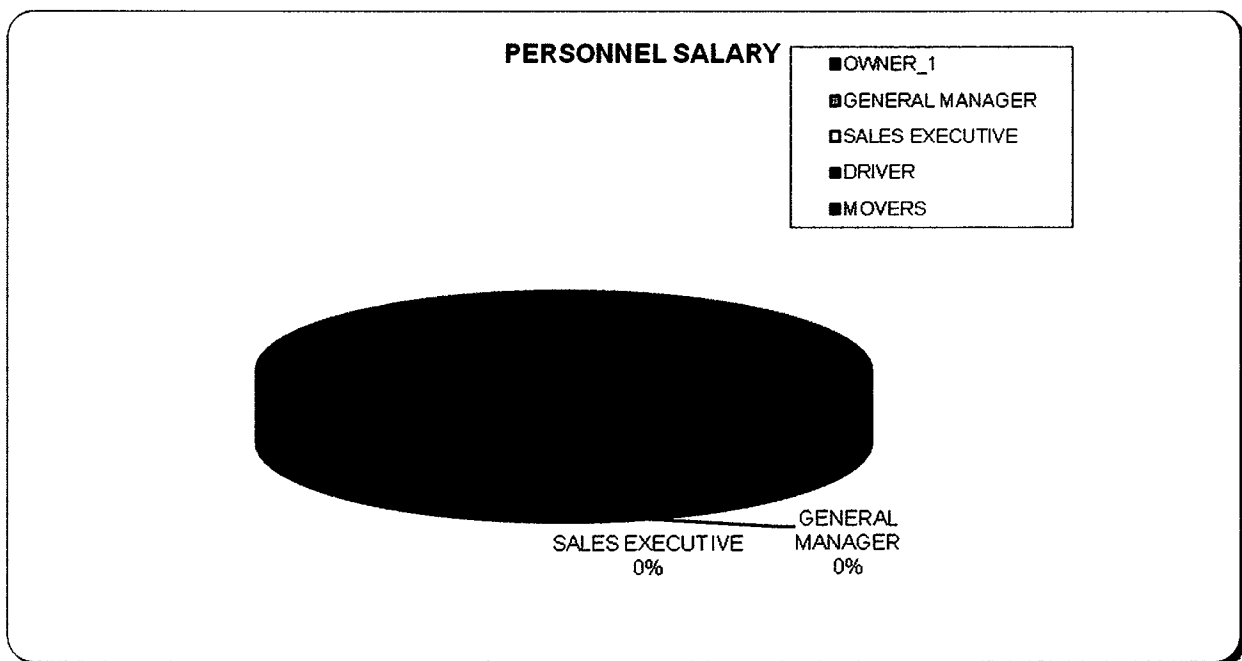
## 6 Management Summary

Richard Burton has over 25 years in the Moving Industry. Over his career he has worked at practically every station within a moving company. The first 8 years of his career was as a general laborer learning the various disciplines necessary for packing, moving household goods, office moving, and international shipping. Following this experience



Richard dedicated his time to understanding the disciplines of an operations department providing services as a local dispatcher for union, casual, and contract labor. During his operations experience of nearly seven years he completed this phase of his career as a branch manager before moving into a sales capacity. For ten years he worked as a sales consultant for both large and small agencies. Richard has gained a wide range of valuable hands-on experience.

**In 2010 Richard Burton** finally got the gumption to open his own relocation company in Monroe, WA.



### 6.1 Personnel Plan

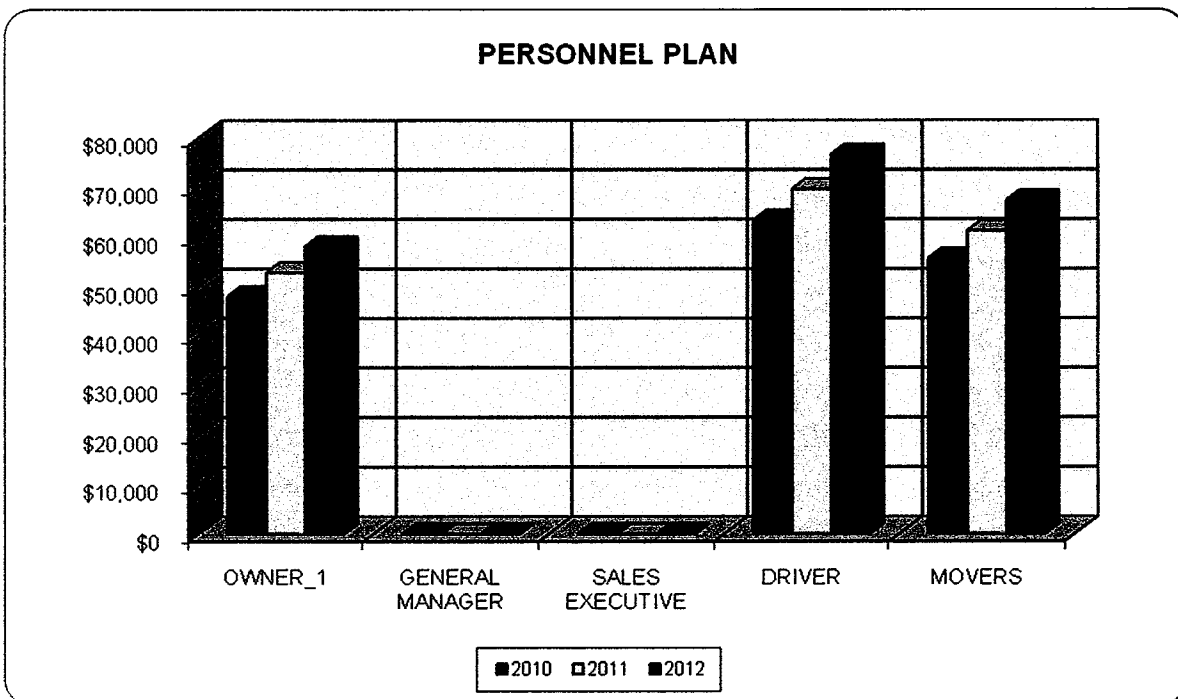
The staff will consist of Richard Burton working full time. Richard will initially provide all sales services. By month 9 an employee will act as both dispatcher and warehouseman.

Two drivers and two helpers will become full time employees. During peak season additional help will be added to service the community. The employees will be chosen based on their people skills and on their love and knowledge of the moving industry.

PERSONNEL PLAN			
YEARS	2010	2011	2012
RATIO%	0%	10%	10%
OWNER_1	\$48,000	\$52,800	\$58,080



GENERAL MANAGER	\$0	\$0	\$0
SALES EXECUTIVE	\$0	\$0	\$0
DRIVER	\$63,360	\$69,696	\$76,666
MOVERS	\$55,680	\$61,248	\$67,373
<b>TOTAL PERSONNEL</b>	<b>5</b>	<b>6</b>	<b>6</b>
<b>TOTAL PAYROLL</b>	<b>\$167,040</b>	<b>\$183,744</b>	<b>\$202,118</b>



## 7 Financial Plan

The following sections outline the financial plan for R.J. Burton Relocation Services.

### 7.1 Important Assumptions

R.J. Burton Relocation Services is currently seeking funding in the amount of **\$0** for the purpose of increasing market share, new truck inventory, hiring additional staff, and effectively advertising and promoting its services.





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## **7.2 Use and distribution of proceeds:**

Integrate new international moving services, develop website, and expand into other markets. Produce media relations package(s); further build the brand name through marketing, advertising, and promotion; and acquire additional fleet inventory.

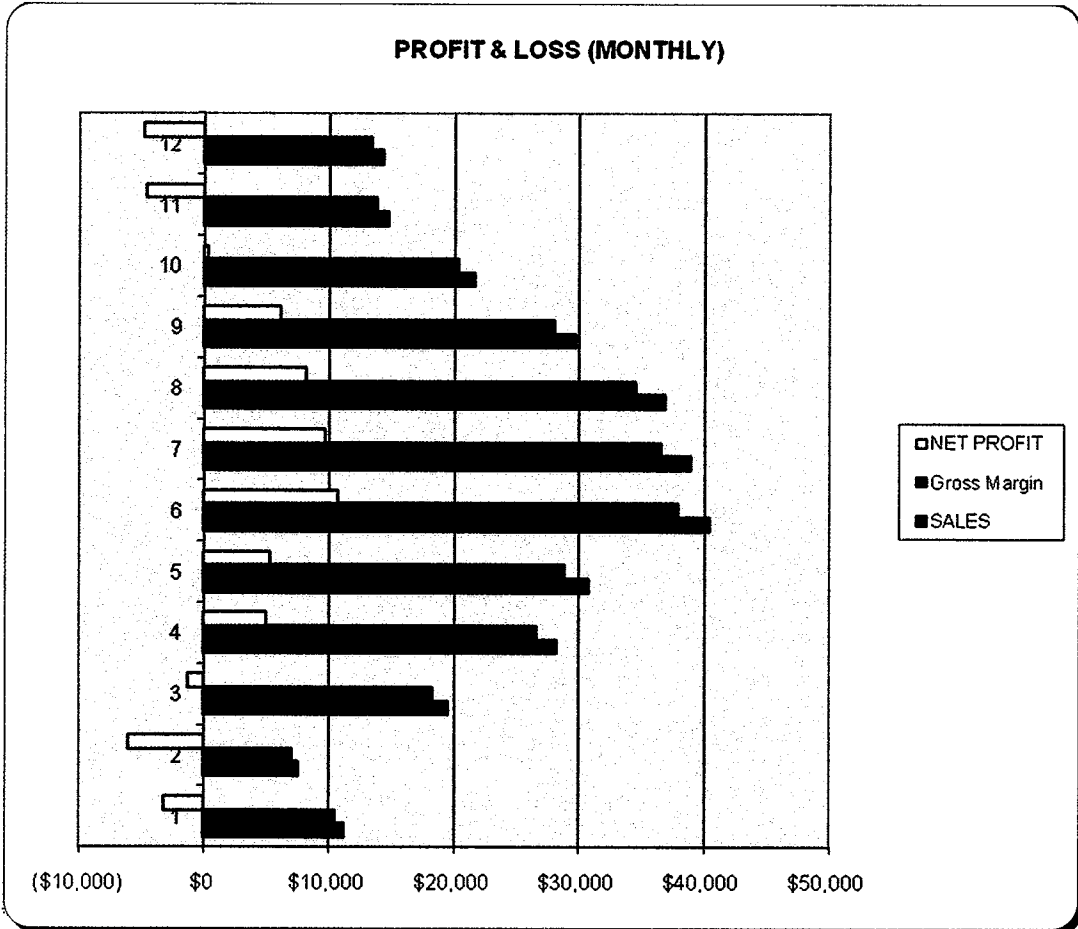
Funding proceeds will also be used to increase R.J. Burton Relocation Services capabilities, enhance brand name, and extend R.J. Burton Relocation Services market area. Funds will also be directed into business relations, television advertising, press releases, print advertising, Internet advertising, and website development and maintenance. The initial investment will be used as a "kick off" marketing budget. It is expected that from this point on the company will self finance its expansion and marketing programs.

## **7.3 Projected Profit and Loss :**

Financial projections are based on services sales volume at the levels described in the revenue section and presents, to the best of management's knowledge and belief, the company's expected assets, liabilities, capital, revenues, and expenses. Further, the projections reflect management's judgment of the expected conditions and its expected course of action given the hypothetical assumptions.



**PROFIT & LOSS (MONTHLY)**



<b>PRO FORMA PROFIT AND LOSS (P&amp;L)</b>			
	<b>2010</b>	<b>2011</b>	<b>2012</b>
<b>SALES</b>	<b>\$293,224</b>	<b>\$337,208</b>	<b>\$397,905</b>
Direct Cost of Sales	\$18,222	\$19,680	\$22,041
Other	\$0	\$0	\$0
<b>TOTAL COST OF SALES</b>	<b>\$18,222</b>	<b>\$19,680</b>	<b>\$22,041</b>
Gross Margin	\$275,002	\$317,528	\$375,864
Gross Margin %	1509.18%	1613.47%	1705.27%
<b>EXPENSES:</b>			
<b>PAYROLL</b>	<b>\$167,040</b>	<b>\$183,744</b>	<b>\$202,118</b>
Sales and Marketing and Other Expenses	\$12,000	\$13,200	\$14,520
Depreciation	\$3,000	\$3,000	\$3,000
Leased Equipment	\$5,000	\$6,000	\$9,000



Utilities	\$6,000	\$6,600	\$7,260
Insurance	\$5,000	\$5,500	\$6,050
Rent	\$24,000	\$26,400	\$29,040
Payroll Taxes	\$20,045	\$22,049	\$24,254
Other (Loan Interest - repayment)	\$12,000	\$14,400	\$21,600
Other	\$10,000	\$12,000	\$18,000
<b>TOTAL OPERATING EXPENSES</b>	<b>\$264,085</b>	<b>\$292,893</b>	<b>\$334,843</b>
Profit Before Interest and Taxes	\$10,917	\$24,635	\$41,021
Interest Expense	0	0	0
Taxes Incurred	\$2,183	\$4,927	\$8,204
<b>NET PROFIT</b>	<b>\$8,734</b>	<b>\$19,708</b>	<b>\$32,817</b>
<b>NET PROFIT/SALES</b>	<b>2.98%</b>	<b>5.84%</b>	<b>8.25%</b>

#### 7.4 Projected Cash Flow

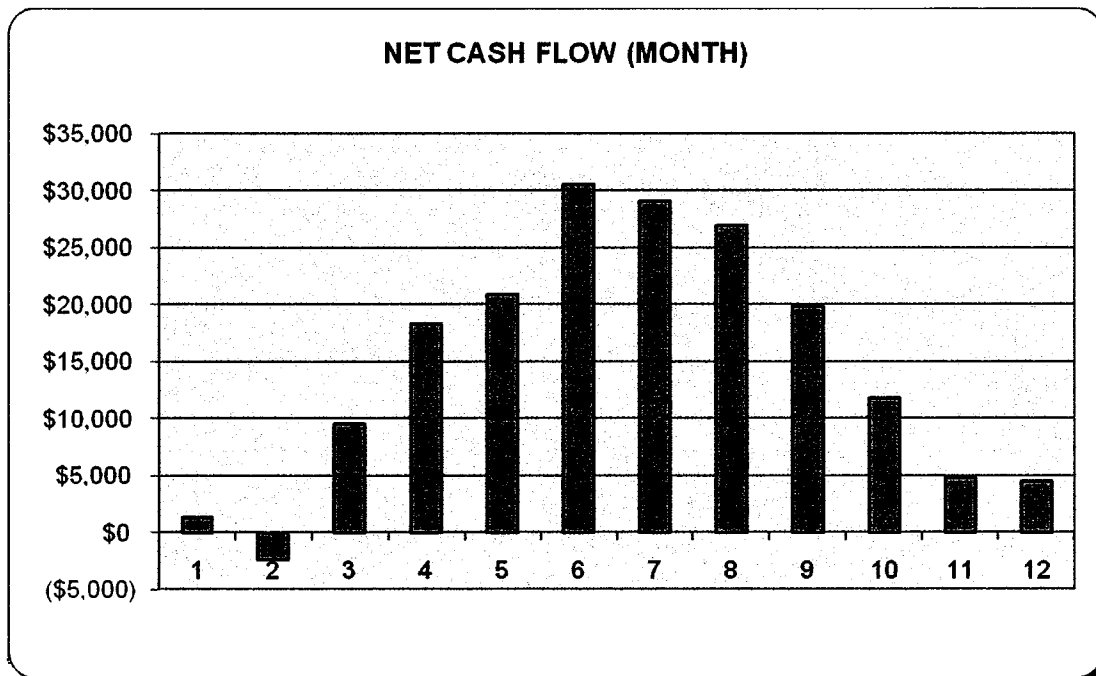
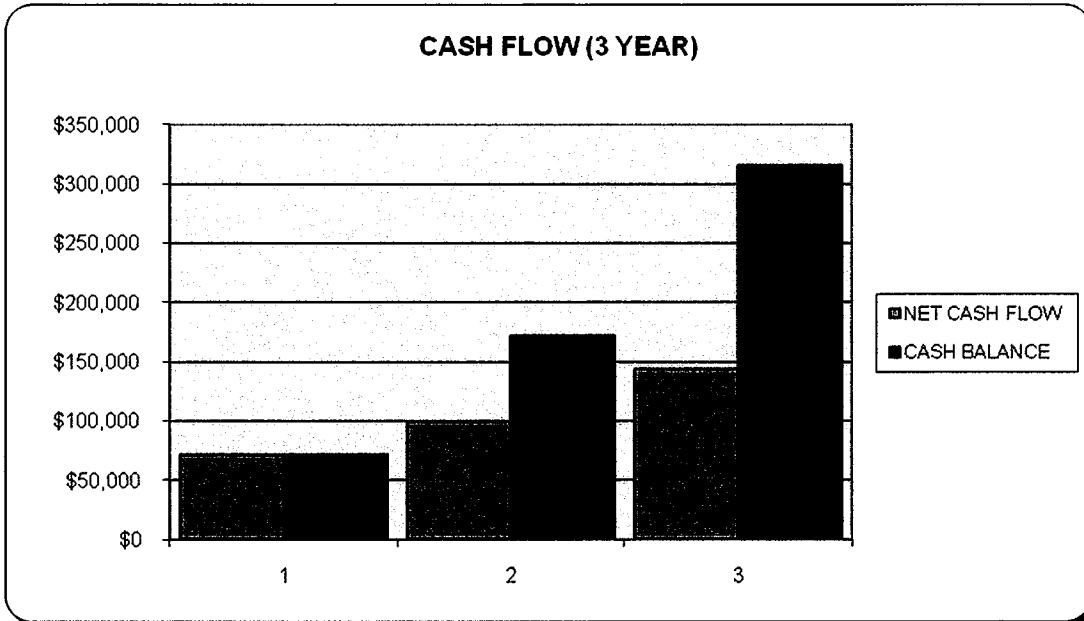
The following table and chart shows the projected cash flow of R.J. Burton Relocation Services.

<b>PRO FORMA CASH FLOW</b>			
<b>CASH FROM OPERATIONS</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Cash Sales	\$293,224	\$337,208	\$397,905
Cash from Receivables	\$0	\$0	\$0
<b>SUBTOTAL CASH FROM OPERATIONS</b>	<b>\$293,224</b>	<b>\$337,208</b>	<b>\$397,905</b>
<b>Additional Cash Received</b>			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$58,000	\$0	\$0
<b>Subtotal Cash Received</b>	<b>\$351,224</b>	<b>\$337,208</b>	<b>\$397,905</b>
<b>EXPENDITURES FROM OPERATIONS</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Cash Spending (+Payroll)	\$279,307	\$309,573	\$353,884
Payment of Accounts Payable	\$0	\$0	\$0
<b>SUBTOTAL SPENT ON OPERATIONS</b>	<b>\$279,307</b>	<b>\$309,573</b>	<b>\$353,884</b>
<b>Additional Cash Spent</b>			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0



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Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
<b>SUBTOTAL CASH SPENT</b>	<b>\$279,307</b>	<b>\$309,573</b>	<b>\$353,884</b>
<b>NET CASH FLOW</b>	<b>\$71,917</b>	<b>\$99,552</b>	<b>\$143,573</b>
<b>CASH BALANCE</b>	<b>\$71,917</b>	<b>\$171,469</b>	<b>\$315,042</b>

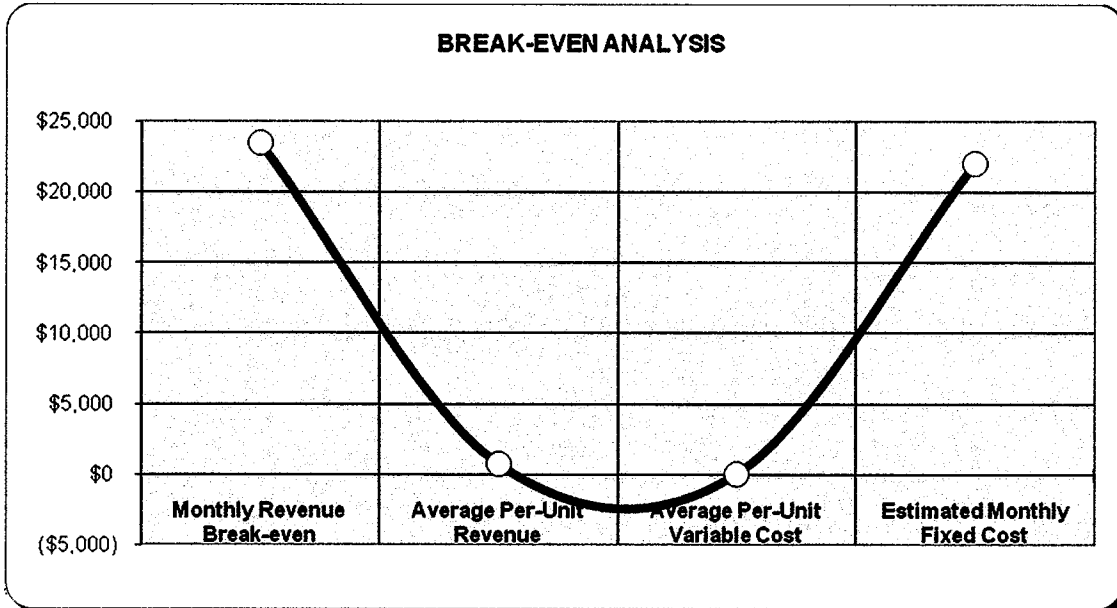


## 7.5 Break-even Analysis

The break-even analysis shows that monthly sales revenues will need to break even.



<b>BREAK-EVEN ANALYSIS:</b>	
Monthly Units Break-even	31
Monthly Revenue Break-even	\$23,466
<b>ASSUMPTIONS:</b>	
Average Per-Unit Revenue	\$756.00
Average Per-Unit Variable Cost	\$47.00
<b>Estimated Monthly Fixed Cost</b>	<b>\$22,007</b>



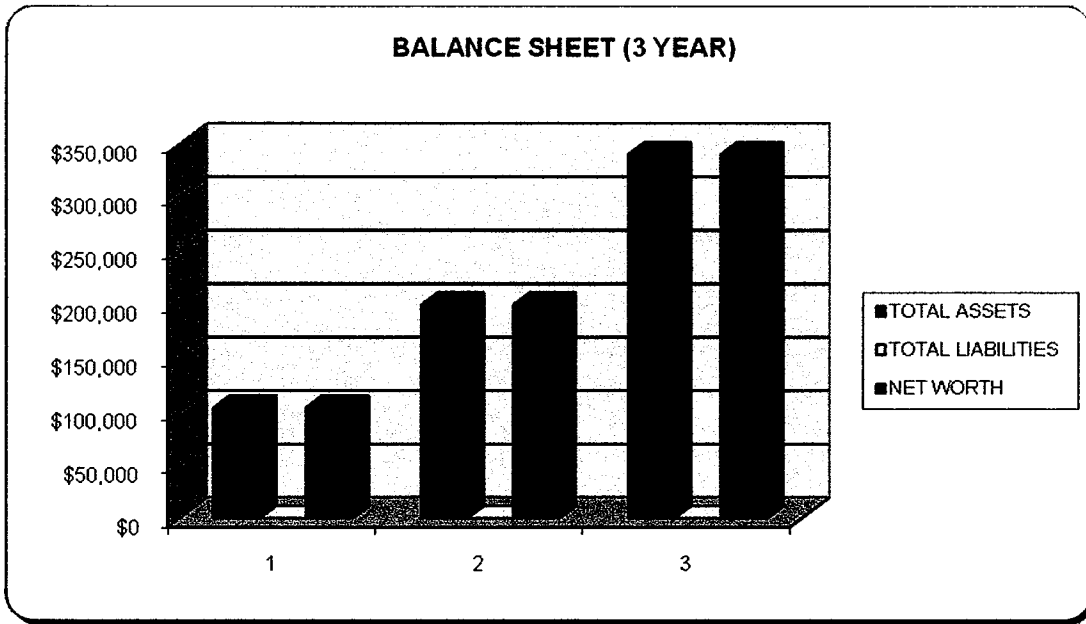
## 7.6 Projected Balance Sheet

The following table is the projected balance sheet.

<b>PRO FORMA BALANCE SHEET</b>			
<b>ASSETS</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Cash	\$71,917	\$171,469	\$315,042
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0



<b>TOTAL CURRENT ASSETS</b>	<b>\$71,917</b>	<b>\$171,469</b>	<b>\$315,042</b>
Long-term Assets	\$34,500	\$34,500	\$34,500
Accumulated Depreciation	\$3,000	\$6,000	\$9,000
Total Long-term Assets	\$31,500	\$28,500	\$25,500
<b>TOTAL ASSETS</b>	<b>\$103,417</b>	<b>\$199,969</b>	<b>\$340,542</b>
Liabilities and Capital			
<b>CURRENT LIABILITIES</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Accounts Payable	\$0	\$0	\$0
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
<b>SUBTOTAL CURRENT LIABILITIES</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Long-term Liabilities</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>TOTAL LIABILITIES</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Paid-in Capital	\$58,000	\$58,000	\$58,000
Retained Earnings	\$36,683	\$122,261	\$249,725
Earnings	\$8,734	\$19,708	\$32,817
<b>Total Capital</b>	<b>\$103,417</b>	<b>\$199,969</b>	<b>\$340,542</b>
<b>Total Liabilities and Capital</b>	<b>\$103,417</b>	<b>\$199,969</b>	<b>\$340,542</b>
<b>NET WORTH</b>	<b>\$103,417</b>	<b>\$199,969</b>	<b>\$340,542</b>



**7.7 Business Ratios**

R.J. Burton Relocation Services is a company that is seeking to grow rapidly in order to seize market share in a dynamic industry. Business ratios for the years of this plan are shown below. Industry profile ratios based on the Standard Industrial Classification (SIC) code 4119, "other local transportation."

<b>RATIO ANALYSIS</b>				
	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Industry Profile</b>
<b>SALES GROWTH</b>	0.00%	15.00%	18.00%	0.70%
				2.10%
<b>PERCENT OF TOTAL ASSETS</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	
Accounts Receivable	0.00%	0.00%	0.00%	196.00%
Inventory	0.00%	0.00%	0.00%	151.00%
Other Current Assets	0.00%	0.00%	0.00%	56.20%
Total Current Assets	69.54%	85.75%	92.51%	3.50%
Long-term Assets	33.36%	17.25%	10.13%	8.10%
Total Assets	100.00%	100.00%	100.00%	
				\$34,130
Current Liabilities	100.00%	100.00%	100.00%	57.29%
Long-term Liabilities	100.00%	100.00%	100.00%	





Total Liabilities	0.00%	0.00%	0.00%	n.a
Net Worth	\$103,417	\$199,969	\$340,542	n.a
<b>PERCENT OF SALES</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	n.a
Sales	100.00%	100.00%	100.00%	n.a
Gross Margin	1509.18%	1613.47%	1705.27%	n.a
Selling, General & Administrative Expenses	4.09%	3.91%	3.65%	n.a
Total Operating Expenses	90.06%	78.32%	66.37%	
Profit Before Interest and Taxes	3.72%	7.31%	10.31%	n.a
<b>MAIN RATIOS</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	n.a
Current	0.00%	0.00%	0.00%	n.a
Quick	0.00%	0.00%	0.00%	
Total Debt to Total Assets	0.00%	0.00%	0.00%	n.a
Pre-tax Return on Net Worth	1184.11%	1014.68%	1037.70%	n.a
Pre-tax Return on Assets	1184.11%	524.76%	315.13%	
				n.a
<b>ADDITIONAL RATIOS</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	n.a
Net Profit Margin	2.98%	5.84%	8.25%	n.a
Return on Equity	8.45%	9.86%	9.64%	n.a
				n.a
<b>ACTIVITY RATIOS</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	n.a
Accounts Receivable Turnover	0.00%	0.00%	0.00%	n.a
Collection Days	#DIV/0!	#DIV/0!	#DIV/0!	n.a
Inventory Turnover	0.00%	0.00%	0.00%	n.a
Accounts Payable Turnover	50%	50%	50%	n.a
Payment Days	0.00%	0.00%	0.00%	n.a
Total Asset Turnover	35.27%	30.67%	25.99%	n.a
				n.a
<b>DEBT RATIOS</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	n.a
Debt to Net Worth	0.00%	0.00%	0.00%	n.a
Current Liab. to Liab.	#DIV/0!	#DIV/0!	#DIV/0!	n.a
				n.a
<b>LIQUIDITY RATIOS</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	n.a
Net Working Capital	\$71,917	\$171,469	\$315,042	n.a
Interest Coverage	0.00%	0.00%	0.00%	n.a
				n.a
<b>ADDITIONAL RATIOS</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	n.a



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Assets to Sales	35.27%	30.67%	25.99%	n.a
Current Debt/Total Assets	0.00%	0.00%	0.00%	n.a
Acid Test	0.00%	0.00%	0.00%	n.a
Sales/Net Worth	35.27%	59.30%	85.58%	n.a
Dividend Payout	100.00%	100.00%	100.00%	n.a