

CANNON & BROWN

ACCOUNTING & TAX STRATEGY

EXECUTIVE BRIEFING

# Your Company

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*September 2026*

SAMPLE • ILLUSTRATIVE FIGURES

PREPARED EXCLUSIVELY FOR

You

SAMPLE COMPANY, LLC • PRIVATE & CONFIDENTIAL

I THE MONTH IN BRIEF

# Your strongest month yet

Hello,

This is what your monthly financials will look like from Cannon & Brown. Every month, you will receive a private Executive Briefing like this one: your numbers, explained in plain English, in one place.

In this example, September revenue reached \$1,264,125, the strongest month of the year, and the business kept 19 cents of every dollar as profit, up from 14 cents in August. Cash grew by \$138,832 this month, to \$968,992.

Behind every briefing is a full monthly close, reconciled and reviewed. My job is to make sure you always know exactly where your business stands. I look forward to walking through yours with you.

Brooks Brown, EA  
CANNON & BROWN

*“Your numbers,  
explained in plain  
English, every single  
month.”*

THE CANNON & BROWN EXECUTIVE BRIEFING

REVENUE

\$1,264,125

Up 7% from August

NET PROFIT

\$236,782

Up 41% from August

NET PROFIT MARGIN

18.7%

Year to date 10.7%

CASH ON HAND

\$968,992

Up \$138,832 this month

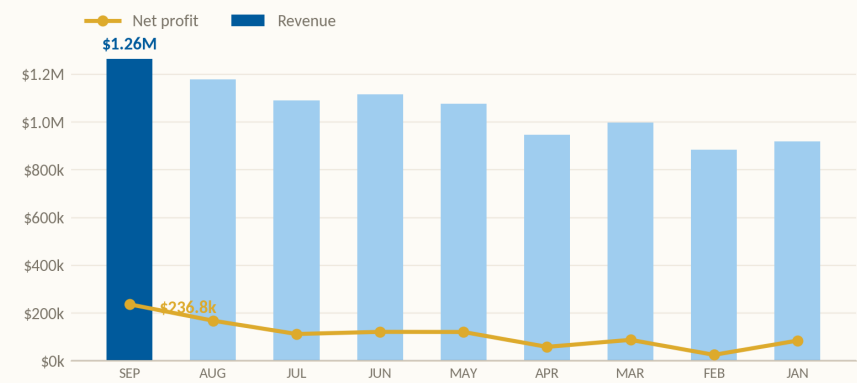
II PERFORMANCE

# Revenue and profit, month by month

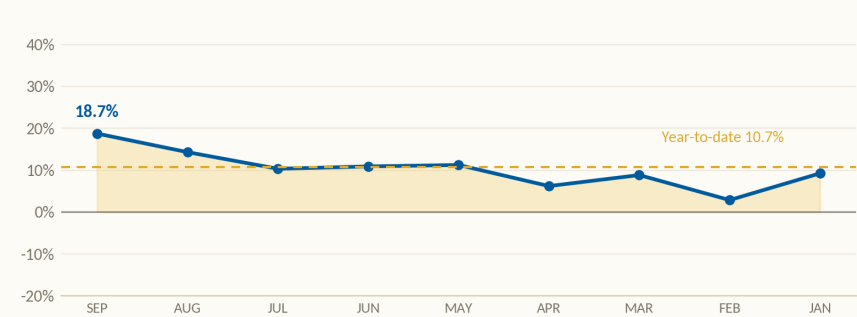
SCORECARD

| MEASURE                      | SEP         | AUG         | YTD         |   |
|------------------------------|-------------|-------------|-------------|---|
| Revenue                      | \$1,264,125 | \$1,178,100 | \$9,471,975 | ▲ |
| Net profit                   | \$236,782   | \$168,382   | \$1,016,842 | ▲ |
| Net profit margin            | 18.7%       | 14.3%       | 10.7%       | ▲ |
| Revenue per \$1 of marketing | \$15.81     | \$14.64     | \$14.60     | ▲ |
| Marketing, % of revenue      | 6.3%        | 6.8%        | 6.8%        | ▼ |
| Delivery team, % of revenue  | 54.6%       | 56.6%       | 58.3%       | ▼ |
| Owner pay, % of revenue      | 8.9%        | 9.6%        | 10.7%       |   |
| Owner distributions          | \$90,000    | \$90,000    |             |   |
| Cash on hand                 | \$968,992   | \$830,160   |             | ▲ |
| Months of expenses in cash   | 1.0         | 0.9         |             | ▲ |

REVENUE & NET PROFIT — MOST RECENT FIRST



NET PROFIT MARGIN — MOST RECENT FIRST



## III PROFIT &amp; LOSS

# September back to January 2026

|                                 | SEP              | AUG              | JUL              | JUN              | MAY              | APR            | MAR            | FEB            | JAN            | YTD              | %             |
|---------------------------------|------------------|------------------|------------------|------------------|------------------|----------------|----------------|----------------|----------------|------------------|---------------|
| <b>Revenue</b>                  | <b>1,264,125</b> | <b>1,178,100</b> | <b>1,089,900</b> | <b>1,115,850</b> | <b>1,077,300</b> | <b>947,250</b> | <b>997,200</b> | <b>883,650</b> | <b>918,600</b> | <b>9,471,975</b> | <b>100.0%</b> |
| <b>Expenses</b>                 |                  |                  |                  |                  |                  |                |                |                |                |                  |               |
| <b>Team</b>                     | <b>690,075</b>   | <b>667,275</b>   | <b>650,775</b>   | <b>644,550</b>   | <b>632,550</b>   | <b>583,575</b> | <b>576,075</b> | <b>545,100</b> | <b>531,600</b> | <b>5,521,575</b> | <b>58.3%</b>  |
| Team wages                      | 339,000          | 328,500          | 328,500          | 318,750          | 318,750          | 286,500        | 286,500        | 276,000        | 276,000        | 2,758,500        | 29.1%         |
| Team payroll taxes              | 33,825           | 32,775           | 32,775           | 31,800           | 31,800           | 28,575         | 28,575         | 27,600         | 27,600         | 275,325          | 2.9%          |
| Subcontractors                  | 317,250          | 306,000          | 289,500          | 294,000          | 282,000          | 268,500        | 261,000        | 241,500        | 228,000        | 2,487,750        | 26.3%         |
| <b>Marketing</b>                | <b>79,950</b>    | <b>80,475</b>    | <b>74,850</b>    | <b>75,150</b>    | <b>75,825</b>    | <b>67,950</b>  | <b>68,550</b>  | <b>62,925</b>  | <b>63,150</b>  | <b>648,825</b>   | <b>6.8%</b>   |
| Paid ads                        | 50,250           | 50,250           | 46,500           | 46,500           | 46,500           | 39,750         | 39,750         | 36,000         | 36,000         | 391,500          | 4.1%          |
| Marketing consulting            | 22,500           | 22,500           | 22,500           | 22,500           | 22,500           | 22,500         | 22,500         | 22,500         | 22,500         | 202,500          | 2.1%          |
| Social media                    | 7,200            | 7,725            | 5,850            | 6,150            | 6,825            | 5,700          | 6,300          | 4,425          | 4,650          | 54,825           | 0.6%          |
| <b>Owner payroll</b>            | <b>113,032</b>   | <b>113,032</b>   | <b>113,032</b>   | <b>113,032</b>   | <b>113,032</b>   | <b>113,032</b> | <b>113,032</b> | <b>113,032</b> | <b>113,032</b> | <b>1,017,292</b> | <b>10.7%</b>  |
| <b>Occupancy</b>                | <b>58,650</b>    | <b>59,250</b>    | <b>59,175</b>    | <b>58,500</b>    | <b>57,975</b>    | <b>57,750</b>  | <b>58,050</b>  | <b>58,800</b>  | <b>58,425</b>  | <b>526,575</b>   | <b>5.6%</b>   |
| Rent                            | 48,000           | 48,000           | 48,000           | 48,000           | 48,000           | 48,000         | 48,000         | 48,000         | 48,000         | 432,000          | 4.6%          |
| Insurance                       | 6,150            | 6,150            | 6,150            | 6,150            | 6,150            | 6,150          | 6,150          | 6,150          | 6,150          | 55,350           | 0.6%          |
| Utilities                       | 4,500            | 5,100            | 5,025            | 4,350            | 3,825            | 3,600          | 3,900          | 4,650          | 4,275          | 39,225           | 0.4%          |
| <b>Technology</b>               | <b>14,550</b>    | <b>14,325</b>    | <b>20,850</b>    | <b>13,875</b>    | <b>18,600</b>    | <b>13,650</b>  | <b>19,950</b>  | <b>13,125</b>  | <b>12,900</b>  | <b>141,825</b>   | <b>1.5%</b>   |
| Software & subscriptions        | 14,550           | 14,325           | 14,100           | 13,875           | 18,600           | 13,650         | 13,200         | 13,125         | 12,900         | 128,325          | 1.4%          |
| Website                         | –                | –                | 6,750            | –                | –                | –              | 6,750          | –              | –              | 13,500           | 0.1%          |
| <b>Professional fees</b>        | <b>10,485</b>    | <b>23,235</b>    | <b>10,485</b>    | <b>10,485</b>    | <b>10,485</b>    | <b>10,485</b>  | <b>10,485</b>  | <b>28,485</b>  | <b>10,485</b>  | <b>125,115</b>   | <b>1.3%</b>   |
| Accounting                      | 10,485           | 10,485           | 10,485           | 10,485           | 10,485           | 10,485         | 10,485         | 10,485         | 10,485         | 94,365           | 1.0%          |
| Legal                           | –                | 12,750           | –                | –                | –                | –              | –              | 18,000         | –              | 30,750           | 0.3%          |
| <b>Travel &amp; meals</b>       | <b>14,775</b>    | <b>9,075</b>     | <b>9,600</b>     | <b>37,950</b>    | <b>8,850</b>     | <b>7,500</b>   | <b>24,825</b>  | <b>5,175</b>   | <b>9,450</b>   | <b>127,200</b>   | <b>1.3%</b>   |
| Travel                          | 9,600            | 4,425            | 5,700            | 32,100           | 4,650            | 3,900          | 20,250         | 2,700          | 6,300          | 89,625           | 0.9%          |
| Meals                           | 5,175            | 4,650            | 3,900            | 5,850            | 4,200            | 3,600          | 4,575          | 2,475          | 3,150          | 37,575           | 0.4%          |
| <b>Office</b>                   | <b>9,150</b>     | <b>8,850</b>     | <b>7,050</b>     | <b>8,400</b>     | <b>7,725</b>     | <b>7,200</b>   | <b>9,300</b>   | <b>6,150</b>   | <b>8,100</b>   | <b>71,925</b>    | <b>0.8%</b>   |
| <b>Bank &amp; merchant fees</b> | <b>36,675</b>    | <b>34,200</b>    | <b>31,575</b>    | <b>32,400</b>    | <b>31,275</b>    | <b>27,450</b>  | <b>28,950</b>  | <b>25,650</b>  | <b>26,625</b>  | <b>274,800</b>   | <b>2.9%</b>   |
| <b>Total expenses</b>           | <b>1,027,342</b> | <b>1,009,718</b> | <b>977,392</b>   | <b>994,342</b>   | <b>956,318</b>   | <b>888,592</b> | <b>909,218</b> | <b>858,442</b> | <b>833,768</b> | <b>8,455,132</b> | <b>89.3%</b>  |
| <b>Net operating income</b>     | <b>236,782</b>   | <b>168,382</b>   | <b>112,508</b>   | <b>121,508</b>   | <b>120,982</b>   | <b>58,658</b>  | <b>87,982</b>  | <b>25,208</b>  | <b>84,832</b>  | <b>1,016,842</b> | <b>10.7%</b>  |
| <b>Net income</b>               | <b>236,782</b>   | <b>168,382</b>   | <b>112,508</b>   | <b>121,508</b>   | <b>120,982</b>   | <b>58,658</b>  | <b>87,982</b>  | <b>25,208</b>  | <b>84,832</b>  | <b>1,016,842</b> | <b>10.7%</b>  |
| <b>Net profit margin</b>        | <b>19%</b>       | <b>14%</b>       | <b>10%</b>       | <b>11%</b>       | <b>11%</b>       | <b>6%</b>      | <b>9%</b>      | <b>3%</b>      | <b>9%</b>      | <b>10.7%</b>     |               |

Sample report. All company names and figures are illustrative and do not represent any client.

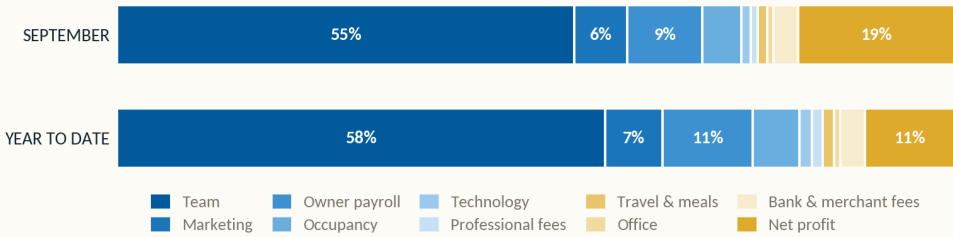
IV FINANCIAL POSITION

# Where the money went, and where it stands

BALANCE SHEET

|                                       | SEP END          | AUG END          |
|---------------------------------------|------------------|------------------|
| ASSETS                                |                  |                  |
| Cash                                  | 968,992          | 830,160          |
| Equipment, net                        | 364,500          | 373,500          |
| <b>Total assets</b>                   | <b>1,333,492</b> | <b>1,203,660</b> |
| LIABILITIES                           |                  |                  |
| Payroll liabilities                   | 61,800           | 59,700           |
| Credit card                           | 43,350           | 49,650           |
| Equipment loan                        | 234,000          | 246,750          |
| <b>Total liabilities</b>              | <b>339,150</b>   | <b>356,100</b>   |
| EQUITY                                |                  |                  |
| Owner contributions                   | 150,000          | 150,000          |
| Owner distributions                   | (810,000)        | (720,000)        |
| Retained earnings                     | 637,500          | 637,500          |
| Net income, year to date              | 1,016,842        | 780,060          |
| <b>Total equity</b>                   | <b>994,342</b>   | <b>847,560</b>   |
| <b>Total liabilities &amp; equity</b> | <b>1,333,492</b> | <b>1,203,660</b> |

WHERE EACH DOLLAR OF REVENUE WENT



TOP TEN VENDORS, YEAR TO DATE

