

Session II— What Is Net Profit and How Do I Make It?

Presented by Roseann Freitas of Archipelago Hawaii, Vice-President

1:30 p.m. to 2:30 p.m.

Understand how to make your passion into profit. Every business needs to make a profit to be successful and the construction industry is no different. In this session, you will identify revenue sources to include design fee and product mark-up percentages. Learn how to categorize expenses and how to track them for proper accounting and tax records. Learn the formulas for mark-up and margin and identify the difference between the two. An emphasis will be placed on how mistakes affect the bottom line and how to avoid them. The attendee will leave with an understanding of the “business” side of the design team.

Learning Objectives:

- Define the basic accounting formula
- Define the area of revenue and expenses
- Identify revenue sources to include design time and product sales
- Describe the difference between Cost of Goods Sold and Administrative expenses
- Define the difference between mark-up and margin



Roseann Freitas, Vice-President & Manager of Archipelago Hawaii

Roseann Freitas has been working in the operations/business side of the design industry since 2005. Roseann has a Bachelor of Science degree in Business Administration with a concentration in accounting from Mount Olive College in North Carolina. Roseann has a wealth of business experience, including working with a certified public accountant (CPA), owning her own bookkeeping company and running a franchise business. In addition to the financial side, Roseann has a strong marketing background. She coordinates the client/media packets, press releases, advertising, client events, and media requests.

Roseann was a presenter at the KBIS 2015 event held in Las Vegas. In addition to KBIS she presented at NKBA Aloha Chapter, an online seminar for NKBA and for the NKBA Northern California Chapter.