

Statement of Brook Hiddink: Margin Per Sale

I, **Brook Hiddink**, founder of High Ticket (BERH Stores & Consulting Inc. - FZCO), make this statement to document a claim used in High Ticket's advertising: the size of the margin a store earns on individual sales, worded in the ads as "\$500 to over \$1,000", "\$1,000 to \$10,000 per sale" and "a \$5,000-plus sauna". The exhibits below are unaltered copies of the records described.

1. **Massage chair, May 2023.** Shopify order #2670 (May 22, 2023): one Osaki 4D Maestro LE 2.0, listed at \$11,999.00, sold with a \$1,199.90 discount for **\$10,799.10**, paid in full. A **\$350.00** partial refund was later issued as compensation for a defective unit, leaving a net payment of **\$10,449.10** (Exhibit A). My store placed the matching order with the brand's distributor, OTA World, under sales order #SR0162093 (May 23, 2023) for **\$4,225.00**, including a two-year extended warranty and standard shipping (Exhibit B). Gross margin: \$10,449.10 minus \$4,225.00 = **\$6,224.10** (\$6,574.10 before the refund).
2. **Wood cookstove, July 2022.** Shopify order #1931 (July 18, 2022): one Drolet Outback Chef wood-burning cookstove, listed at \$3,799.00, sold with a \$100.00 discount for **\$3,699.00**, paid in full (Exhibit C). My store bought the unit from the brand's distributor at the dealer price of \$3,799.00 less a 25% dealer discount, **\$2,849.25** with free shipping (Exhibit D). Gross margin: \$3,699.00 minus \$2,849.25 = **\$849.75**.
3. **Infrared sauna, April 2023.** Order #2567 and Clearlight sales order #SO287556, documented in my separate statement "Margin on One Sale": a **\$9,199.00** sauna sale with a gross margin of **\$2,242.00**.
4. **Student example.** Kabrin, a High Ticket student who now also works with High Ticket as a coach, posted in our community that his store received a **\$34,736.87** business-to-business order by wire transfer at a **40% margin**, about **\$13,900**, and separately a **\$109,215.75** wire transfer for a 24-unit order from a hotel his store had signed a vendor agreement with (Exhibit E). These are his store's results, used under the promotional-use consent in his client agreement (Section 23), reproduced in my statement on student results.
5. Across these orders, the gross margin per sale ranged from **\$849.75** on a \$3,699 stove to about **\$13,900** on a \$34,736.87 business order.
6. Supported wording: "\$500 to over \$1,000 on a sale", "\$1,000 to over \$10,000 per sale" (Exhibit E), "over \$6,000 from one massage chair", and "a \$5,000-plus sauna". All figures are gross margin before advertising and payment-processing fees.
7. The "Las Vegas Warehouse" label on some order screens is the name of the fulfilment location in Shopify. Shopify requires a location address in order to fulfil orders; the address entered was my store's PO box, not a physical premises. My store did not own or lease a warehouse and held no inventory; every order was shipped by the brand or its distributor directly to the customer.

8. Customer names, addresses, phone numbers, email addresses and card details are blacked out. These are individual results and are not typical.

Exhibit A — Shopify order #2670, May 22, 2023: paid \$10,799.10, partial refund \$350.00, net \$10,449.10

#2670

Partially refunded

Fulfilled

May 22, 2023 at 11:27 pm from Make an Offer (via import)

Refund

Return

More actions

Fulfilled

#2670-F1

May 25, 2023

Las Vegas Warehouse

Other tracking: [9176609803](#)



Osaki 4D Maestro LE 2.0

Black/Silver Osaki-Maestro-LE-Black/Silver

\$11,999.00

x 1

\$11,999.00

Notes

No notes from customer

Customer

Partially refunded

Original order	May 22, 2023	\$10,799.10
Subtotal	1 item	\$11,999.00
Discount		-\$1,199.90
Shipping	Free Standard Shipping (0.0 kg: Items 0.0 kg, Package 0.0 kg)	\$0.00
Total		\$10,799.10
Paid		\$10,799.10
Refunded	Reason: "Customer received defective chair and requesting a return for a full refund. They accepted the offered 600\$ as compensation and a free replacement. 250\$ was used to pay for WG pick up/delivery."	-\$350.00
Net payment		\$10,449.10

Shopify Protect

Eligible

Fulfill and ship with a tracking number by May 29 for protection from

Timeline



Exhibit B — OTA World sales order #SR0162093, May 23, 2023, total \$4,225.00

5/24/23, 1:10 AM



1001 W. Crosby Rd.
Carrollton TX 75006

Sales Order

#SR0162093

5/23/2023

of

Bill To

Ship To

TOTAL

\$4,225.00

PO #
2670

Sales Rep
Rachel Cho

SPS Customer Order No. (If Applicable)

Ship Date
5/23/2023

Shipping Method

Tracking (BOL) No.

Quantity	Item	Rate	Amount
1	Maestro LE 2.0 4D (Black) Osaki OS - 4D Pro Maestro LE 2.0 (Black)	\$4,225.00	\$4,225.00
1	Warranty - 2 Year Extended 3 year full service and an additional 2 years parts only	\$0.00	\$0.00
1	Shipping - Standard Standard shipping (included in sales price)	\$0.00	\$0.00

Subtotal \$4,225.00

Tax Total(%) \$0.00

Total \$4,225.00

Deposit or Terms \$4,225.00

Sales Order Notes

QuickBase Ticket Ref

Warranty Order
No

Replacement
No



Exhibit C — Shopify order #1931, July 18, 2022, paid \$3,699.00

#1931

Paid

Fulfilled

July 18, 2022 at 8:26 pm from Online Store

Refund

Return

Fulfilled

#1931-F1

August 25, 2022

Las Vegas Warehouse

Other tracking: 106272944804



Drolet Outback Chef Wood Burning Cookstove | DB04800

DB04800

\$3,799.00

x 1

\$3,799.00

</> Add Ash Vacuum Cleaner: • Add Extended Parts Warranty | \$3000+ Orders: • _boldOptio...

Paid

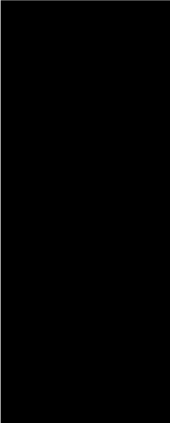
Subtotal	1 item	\$3,799.00
Discount	SAVE-100	-\$100.00
Shipping	Free Standard Shipping (0.0 kg: Items 0.0 kg, Package 0.0 kg)	\$0.00
Total		\$3,699.00
Paid		\$3,699.00

Timeline

Notes

No notes from

Customer



[View map](#)

Billing address

Same as shippi

Conversion sui

This is the



Exhibit D — Distributor order for the same stove: \$3,799.00 less 25% dealer discount, \$2,849.25



 Brook 0

Items Ordered

Product Name	SKU	Price	Qty	Subtotal
OUTBACK CHEF WOOD BURNING COOK STOVE	DB04800	US\$3,799.00	Ordered: 1	US\$3,799.00
Subtotal				US\$3,799.00
Shipping & Handling				US\$0.00
Discount (PRO discount 25% OFF)				-US\$949.75
				US\$0.00
Grand Total				US\$2,849.25

[< Back to My Orders](#)

Order Information

Shipping Address

Shipping Method

SBI Standard Shipping

Billing Address

Brook Hiddink
Audacia Home

Payment Method

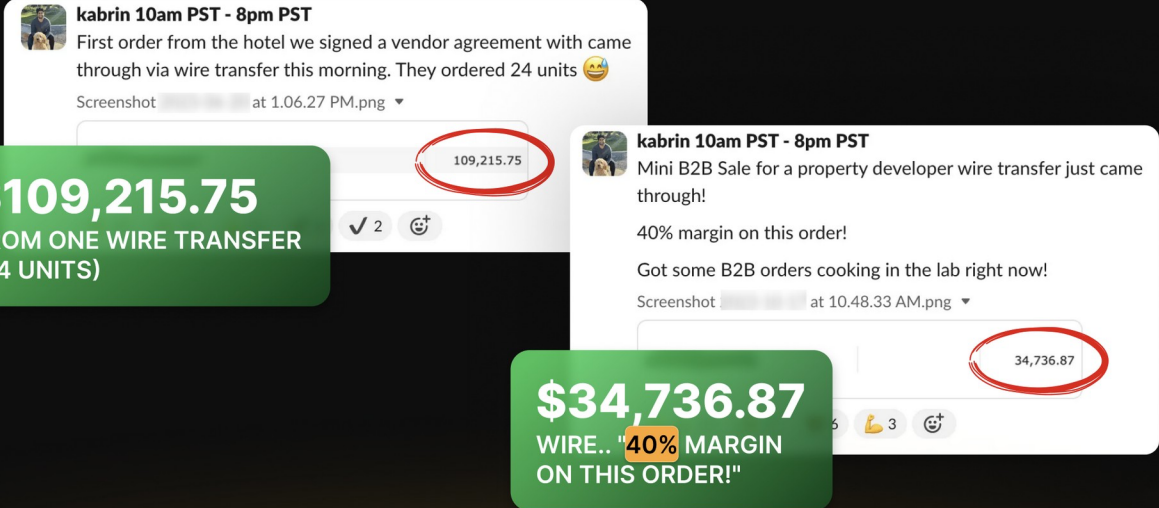
Credit Card Payment

Credit Card Type

Visa

Exhibit E — Community posts by Kabrin: \$109,215.75 wire transfer for 24 units, and \$34,736.87 wire transfer at 40% margin

WHY "GOLDEN ELEPHANTS"?



The image displays two screenshots of Facebook posts from a user named 'kabrin'. The first post, titled 'kabrin 10am PST - 8pm PST', describes a vendor agreement with a hotel and mentions a wire transfer of 24 units. A green callout box highlights '\$109,215.75 FROM ONE WIRE TRANSFER (24 UNITS)', and a red circle on the screenshot points to the number '109,215.75'. The second post, also titled 'kabrin 10am PST - 8pm PST', mentions a 'Mini B2B Sale' and a '40% margin on this order!'. A green callout box highlights '\$34,736.87 WIRE.. "40% MARGIN ON THIS ORDER!"', and a red circle on the screenshot points to the number '34,736.87'.

I confirm that the statements above are true and accurate to the best of my knowledge and belief, and that the exhibits are unaltered copies of the records described, with personal and pricing details blacked out where noted.

Signed:  _____

Name: Brook Hiddink

Date: September 22, 2026