

Table Flow-5
Customer Equity Flow Statement:
Gains (Losses) in Customer Equity for the Year 2000

New Customers, current period	\$ (621,180.00)
New Customers, future periods	\$ 664,182.30
Retained Customers, current period	\$ 124,101.05
Retained Customers, future periods	\$ 248,710.77
Defected Customers, current period	\$ (101,198.19)
Defected Customers, future periods	\$ (97,364.82)
Net gains (losses) in customer equity	\$ 217,251.11