

PROFIRE ENERGY INC  
Form 10-Q  
February 13, 2009  
UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, DC 20549

FORM 10-Q

QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934  
For the Quarterly Period Ended December 31, 2008

TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934  
For the Transition Period From \_\_\_\_\_ to \_\_\_\_\_

Commission File Number 333-119234

**PROFIRE ENERGY, INC.**

(Exact name of registrant as specified in its charter)

**Nevada**

(State or other jurisdiction of  
incorporation or organization)

**20-0019425**

(I.R.S. Employer  
Identification No.)

**1245 Brickyard Road, Suite 590**

**Salt Lake City, Utah**

(Address of principal executive offices)

**84106**

(Zip Code)

**(801) 433-2000**

(Registrant's telephone number, including area code)

**The Flooring Zone, Inc.**

(Former name, if changed since last report)

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Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports) and (2) has been subject to such filing requirements for the past 90 days. Yes  No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer or a smaller public company. See the definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act. (Check one):

Large accelerated filer

Accelerated filer

Non-accelerated filer

Smaller reporting company

(Do not check if a smaller reporting company)

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act.) Yes  No

As of February 4, 2009, the registrant had 45,000,000 shares of common stock, par value \$0.001, issued and outstanding.

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**PROFIRE ENERGY, INC.**

**(FKA THE FLOORING ZONE, INC.)**

**FORM 10-Q**

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## PART I. FINANCIAL INFORMATION

## Item 1. Financial Information

**PROFIRE ENERGY, INC. AND SUBSIDIARY**  
**(FKA THE FLOORING ZONE, INC. AND SUBSIDIARY)**  
Condensed Consolidated Balance Sheets

ASSETS

	December 31, 2008 (unaudited)	March 31, 2008
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	\$ 27,275	\$ 33,097
Accounts receivable, net	1,561,711	1,313,638
Marketable securities-available for sale	11,342	13,450
Inventory	662,156	438,985
Prepaid expenses	338	403
Total Current Assets	2,262,822	1,799,573
PROPERTY AND EQUIPMENT, net	338,915	427,679
TOTAL ASSETS	\$ 2,601,737	\$ 2,227,252

The accompanying notes are an integral part of these condensed consolidated financial statements.

**PROFIRE ENERGY, INC. AND SUBSIDIARY**  
**(FKA THE FLOORING ZONE, INC. AND SUBSIDIARY)**

Condensed Consolidated Balance Sheets

LIABILITIES AND STOCKHOLDERS' EQUITY

	December 31, 2008 (unaudited)	March 31, 2008
<b>CURRENT LIABILITIES</b>		
Accounts payable	\$ 495,970	\$ 530,548
Accrued liabilities	54,878	307,243
Bank overdraft	-	-
Income taxes payable	308,163	60,667
Revolving credit line	114,010	-
Short-term debt, related party	136,489	194,571
Total Current Liabilities	1,109,510	1,093,029
<b>TOTAL LIABILITIES</b>	<b>1,109,510</b>	<b>1,093,029</b>
<b>STOCKHOLDERS' EQUITY</b>		
Preferred shares: \$0.001 par value, 10,000,000 shares authorized: no shares issued and outstanding	-	-
Common shares: \$0.001 par value, 100,000,000 shares authorized: 45,000,000 and 35,000,000 shares issued and outstanding, respectively	45,000	35,000
Additional paid-in capital	(121,027)	(34,827)
Accumulated other comprehensive income (loss)	(171,367)	95,723
Retained earnings	1,739,621	1,038,327
Total Stockholders' Equity	1,492,227	1,134,223
<b>TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY</b>	<b>\$ 2,601,737</b>	<b>\$ 2,227,252</b>

The accompanying notes are an integral part of these condensed consolidated financial statements.



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**PROFIRE ENERGY, INC. AND SUBSIDIARY**

**(FKA THE FLOORING ZONE, INC. AND SUBSIDIARY)**

Condensed Consolidated Statements of Operations and Other Comprehensive Income (Loss)  
(unaudited)

	For the Three Months Ended		For the Nine Months Ended	
	December 31, 2008	2007	December 31, 2008	2007
<b>REVENUES</b>				
Sales of goods, net	\$ 1,355,482	\$ 1,248,745	\$ 4,235,396	\$ 2,342,517
Sales of services, net	233,548	253,445	664,144	596,587
Total Revenues	1,589,030	1,502,190	4,899,540	2,939,104
<b>COST OF SALES</b>				
Cost of goods sold	624,441	762,253	2,113,328	1,434,465
GROSS PROFIT	964,589	739,937	2,786,212	1,504,639
<b>OPERATING EXPENSES</b>				
General and administrative expenses	459,033	110,294	1,293,688	808,662
Payroll expenses	154,884	138,482	389,394	338,770
Depreciation expense	9,158	13,461	31,273	37,452
Total Operating Expenses	623,075	262,237	1,714,355	1,184,884
INCOME FROM OPERATIONS	341,514	477,700	1,071,857	319,755
<b>OTHER INCOME (EXPENSE)</b>				
Gain (loss) on sale of fixed assets	(20)	1	346	1
Interest expense	(4,209)	(5,759)	(5,016)	(8,265)
Total Other Income (Expense)	(4,229)	(5,758)	(4,670)	(8,264)
NET INCOME BEFORE INCOME TAXES	337,285	471,942	1,067,187	311,491
INCOME TAX EXPENSE	151,216			