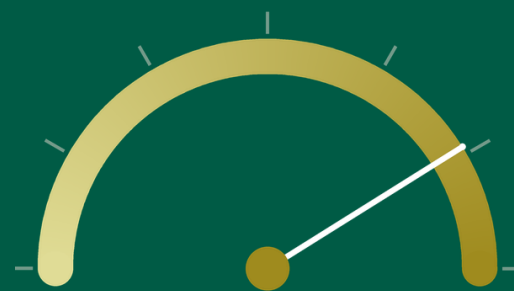




Industry Benchmarks

Hawkeye Report™

From Tim Coleman — 38+ Years Owning & Operating in the Industry
Income Statement Format · \$1M Revenue Example · Benchmark Ranges



KEY FINANCIAL BENCHMARKS

Where Every Dollar Goes · Percentages of Total Revenue



Track these monthly with your KPI-Hawkeye Report™ — the same scoreboard used across The Collab Club™ peer circles.

★ THE INCOME STATEMENT ★

\$1,000,000 Annual Revenue Example · Industry Benchmark Ranges

Line Item	\$1M Example	Benchmark %
Revenue	\$1,000,000	100%
Less: Cost of Goods Sold		
– Material Costs	\$300,000 – \$400,000	30% – 40%
– Direct Install Labor	\$50,000 – \$100,000	5% – 10%
– Indirect Costs (Shop Labor, Shop Supplies, Fuel, Vehicles, Staging)		5% – 10%
= Gross Profit	\$440,000 – \$500,000	44% – 50%
Less: Operating Expenses	\$250,000 – \$350,000	25% – 35%
= Net Profit	\$50,000 – \$150,000	5% – 15%

KEY OPERATIONAL METRICS

Revenue per Employee	Lead to Appointment Ratio	Appointment to Sale (Close Ratio)
\$150,000 – \$250,000	80%	40% – 60%

Free Discovery Call

The Purpose of the 30 Minute
Discovery Call is to Delve into Your
Business.

What do you need?

How can I help?

Let's work together to make your
business better run, more efficient,
and more profitable!

Coleman Coaching

\$250/month

Your monthly sounding board for
operations, growth, and the
challenges that keep you up at night.
60-minute video calls, honest
feedback, 38+ years of industry
experience.

Month-to-month, no contracts.



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