



Your Report

Variable: {ideal_gross_margin_repair_electrical_industry}

Definition: Target gross profit margin for electrical repair services, (repair revenue - direct costs)/repair revenue * 100; reflects pricing, parts efficiency, and tech productivity.

Value: Client-provided

Top Performers: Top 20% achieve 65-72% (ServiceTitan 2023, Electrical Contractor Magazine, Nexstar) via flat-rate pricing, tight inventory controls, and 1.5+ upsells per call.

Value Tiers: <\$1M rev: 55-62%; \$1-5M: 60-68%; >\$5M: 65-70% (ServiceTitan, ECM benchmarks).

Red Flag Trigger: <50% overall; <55% for >\$2M rev.

Default Value: 62%

Variable: {ideal_lead_to_booking_rate_electrical_industry}

Definition: Percentage of inbound leads converted to booked service/repair appointments by CSRs.

Value: Client-provided

Top Performers: Elite 10-20% hit 40-50% (ServiceTitan 2023, Jobber, Nexstar electrical) through scripted CSRs, rapid follow-up, and online scheduling.

Value Tiers: <10 techs: 30-40%; 10-25 techs: 35-45%; >25 techs: 40-50%.

Red Flag Trigger: <25%.

Default Value: 38%

Variable: {ideal_warranty_claims_percent_electrical_industry}

Definition: Percentage of repair revenue resulting in warranty callbacks/claims within 1 year.

Value: Client-provided

Top Performers: Top quartile under 1.5% (Nexstar 2023, ECM surveys) via tech certification, quality components, and thorough diagnostics.

Value Tiers: N/A – Not applicable

Red Flag Trigger: >4%.

Default Value: 2.5%

Variable: {average_ticket_price_electrical_industry}

Definition: Average invoice dollar amount for electrical service and repair calls (excluding replacements).

Value: Client-provided

Top Performers: \$450-550 (ServiceTitan 2024, Nexstar top 20%) with upsells to safety inspections and minor upgrades.

Value Tiers: <\$1M rev: \$300-400; \$1-5M: \$400-500; >\$5M: \$450-550 (ECM, ServiceTitan).

Red Flag Trigger: <\$250.

Default Value: \$425

Variable: {service_revenue_percent_electrical_industry}

Definition: Percentage of total revenue from recurring service agreements and tune-ups (excl. repair/replace).

Value: Client-provided

Top Performers: 20-30% of total rev (Nexstar 2023, EGIA, ServiceTitan electrical) via membership programs and annual electrical inspections.

Value Tiers: <10 techs: 15-22%; 10+ techs: 20-27%; >25 techs: 25-30%.

Red Flag Trigger: <12%.

Default Value: 22%

Variable: {membership_attach_rate_percent_electrical_industry}

Definition: Percentage of active customers enrolled in maintenance membership programs.

Value: Client-provided

Top Performers: 20-30% attach rate (ServiceTitan 2023, Housecall Pro electrical) through call-close sales and digital enrollment.

Value Tiers: N/A – Not applicable

Red Flag Trigger: <8%.

Default Value: 18%

Variable: {membership_revenue_percent_electrical_industry}

Definition: Percentage of total annual revenue generated from membership fees and related services.

Value: Client-provided

Top Performers: 8-15% (Nexstar, ServiceTitan 2024 electrical) by 85%+ renewals and bundled services.

Value Tiers: <\$2M rev: 6-10%; \$2-10M: 10-14%; >\$10M: 12-15%.

Red Flag Trigger: <4%.

Default Value: 10%

Variable: {response_time_hours_electrical_industry}

Definition: Average hours from lead receipt to technician arrival for service/repair calls.

Value: Client-provided

Top Performers: Under 2 hours (Nexstar, ServiceTitan top 10% electrical) using dynamic dispatching and on-call rotations.

Value Tiers: N/A – Not applicable

Red Flag Trigger: >4 hours average.

Default Value: 2.5

Variable: {customer_satisfaction_score_electrical_industry}

Definition: Average post-job customer satisfaction score (scale 1-5 or 1-10; often via NPS/CSAT).

Value: Client-provided

Top Performers: 4.6+/5 or 88%+ (ServiceTitan 2023, Jobber electrical) with automated surveys and resolution protocols.

Value Tiers: N/A – Not applicable

Red Flag Trigger: <4.0/5 or <75%.

Default Value: 4.4

Variable: {customer_retention_rate_percent_electrical_industry}

Definition: Percentage of prior-year customers generating repeat revenue in the current year.

Value: Client-provided

Top Performers: 70-80% (Nexstar 2023, ECM) via CRM follow-up, memberships, and referral incentives.

Value Tiers: <\$1M rev: 60-70%; \$1-5M: 65-75%; >\$5M: 70-80%.

Red Flag Trigger: <55%.

Default Value: 70%

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