



## Your Report

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Variable: {marketing\_spend\_annual\_electrical\_industry}

Definition: Total annual expenditure on marketing, advertising, and lead generation for residential electrical contractors.

Value: N/A

Top Performers: Elite 10-20% spend 5-8% of revenue, focusing on digital channels like PPC, SEO, Google Local Services, and CRM integration (ServiceTitan 2024, Nexstar).

Value Tiers: <\$1M revenue: \$25K–\$70K; \$1M–\$5M: \$60K–\$350K; >\$5M: \$350K–\$1.2M

Red Flag Trigger: <3% or >12% of revenue

Default Value: 6% of annual revenue

Variable: {cost\_per\_qualified\_lead\_electrical\_industry}

Definition: Average cost to acquire one qualified lead ready for sales follow-up in residential electrical services.

Value: N/A

Top Performers: \$90–\$160 per lead using optimized Google Ads, SEO, and review platforms (ServiceTitan 2024, Jobber).

Value Tiers: N/A – Not applicable

Red Flag Trigger: >\$350

Default Value: \$225

Variable: {lead\_to\_close\_rate\_percent\_electrical\_industry}

Definition: Percentage of leads that convert to closed-won jobs in residential electrical services.

Value: N/A

Top Performers: 50–70% via scripted sales, technician training, and rapid response (Nexstar, ServiceTitan 2024).

Value Tiers: N/A – Not applicable

Red Flag Trigger: <30%

Default Value: 40%

Variable: {cost\_of\_goods\_sold\_annual\_electrical\_industry}

Definition: Annual direct costs of materials and labor for electrical jobs as % of revenue.

Value: N/A

Top Performers: 28–35% of revenue with vendor negotiations and job costing discipline (ECM 2023, ServiceTitan 2024).

Value Tiers: Service-heavy (<\$2M): 25–32%; Install-heavy (>\$5M): 32–40%

Red Flag Trigger: >42% of revenue

Default Value: 34% of annual revenue

Variable: {operating\_expenses\_annual\_electrical\_industry}

Definition: Annual overhead expenses excluding COGS as % of revenue for electrical contractors.

Value: N/A

Top Performers: 48–53% of revenue through lean operations and field service software (ServiceTitan 2024, Nexstar).

Value Tiers: <\$1M revenue: 55–65%; \$1M–\$5M: 50–60%; >\$5M: 45–55%

Red Flag Trigger: >68% of revenue

Default Value: 56% of annual revenue

Variable: {net\_income\_annual\_electrical\_industry}

Definition: Annual net profit after all expenses, taxes for residential electrical contractors.

Value: N/A

Top Performers: 12–18% of revenue with service agreements and owner disengagement (Nexstar, ServiceTitan 2024).

Value Tiers: <\$1M: 7–12%; \$1M–\$5M: 9–14%; >\$5M: 11–17%

Red Flag Trigger: <6% of revenue

Default Value: 11% of annual revenue

Variable: {cash\_on\_hand\_electrical\_industry}

Definition: Average cash reserves available for residential electrical business operations.

Value: N/A

Top Performers: 4–6 months of operating expenses for liquidity (RMA 2023, BizMiner).

Value Tiers: <\$1M revenue: \$120K–\$300K; \$1M–\$5M: \$300K–\$1.2M; >\$5M: \$1.2M+

Red Flag Trigger: <2 months operating expenses

Default Value: 4 months of operating expenses

Variable: {accounts\_receivable\_annual\_average\_electrical\_industry}

Definition: Average annual balance of accounts receivable for residential electrical contractors.

Value: N/A

Top Performers: 20–30 days sales outstanding (5–8% of revenue) via upfront payments

(ServiceTitan 2024).

Value Tiers: <\$1M: 6–10% revenue; \$1M–\$5M: 5–9%; >\$5M: 4–8%

Red Flag Trigger: >50 days (14%+ of revenue)

Default Value: 30 days sales outstanding (8% of revenue)

Variable: {inventory\_value\_average\_electrical\_industry}

Definition: Average value of parts and equipment inventory held by residential electrical firms.

Value: N/A

Top Performers: 2–4% of revenue with van stocking and JIT ordering (ECM 2023, ServiceTitan).

Value Tiers: <\$1M: 1.5–4% revenue; \$1M–\$5M: 2–5%; >\$5M: 3–6%

Red Flag Trigger: >8% of revenue

Default Value: 3% of annual revenue

Variable: {total\_assets\_electrical\_industry}

Definition: Total value of all assets (cash, AR, inventory, vehicles, equipment) for residential electrical businesses.

Value: N/A

Top Performers: Asset turnover 3–4x revenue with efficient fleet utilization (RMA 2023).

Value Tiers: <\$1M revenue: \$350K–\$700K; \$1M–\$5M: \$700K–\$3.5M; >\$5M: \$3.5M–\$12M

Red Flag Trigger: <50% of revenue

Default Value: 70% of annual revenue

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