



## Your Report

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Variable: {client\_name\_electrical\_industry}

Definition: The legal or registered name of the client's electrical contracting business.

Value: N/A

Top Performers: N/A – Not applicable

Value Tiers: N/A – Not applicable

Red Flag Trigger: N/A – Not applicable

Default Value: N/A

Variable: {business\_name\_electrical\_industry}

Definition: The primary operating or trade name used by the electrical business for marketing and customer-facing purposes.

Value: N/A

Top Performers: N/A – Not applicable

Value Tiers: N/A – Not applicable

Red Flag Trigger: N/A – Not applicable

Default Value: N/A

Variable: {business\_address\_electrical\_industry}

Definition: The primary physical address of the electrical business operations, including street, city, state, and ZIP code.

Value: N/A

Top Performers: N/A – Not applicable

Value Tiers: N/A – Not applicable

Red Flag Trigger: N/A – Not applicable

Default Value: N/A

Variable: {years\_as\_owner\_operator\_electrical\_industry}

Definition: The number of years the current owner has actively operated the electrical business.

Value: Client-provided

Top Performers: Elite performers typically have 15+ years, enabling refined processes and

vendor relationships (Electrical Contractor Magazine surveys; Nexstar).

Value Tiers: <\$1M revenue: 5-10 years; \$1-5M: 10-20 years; >\$5M: 15+ years

Red Flag Trigger: <3 years (high failure risk per SBA reports)

Default Value: 10

Variable: {recurring\_revenue\_percent\_electrical\_industry}

Definition: Percentage of total annual revenue from recurring sources like maintenance agreements and service contracts in electrical businesses.

Value: Client-provided

Top Performers: Top 10-20% achieve 15-25% via membership sales and 80%+ renewals (ServiceTitan 2023 electrical: 90th percentile 22%; Nexstar benchmarks).

Value Tiers: <\$1M revenue: 5-12%; \$1-5M: 10-18%; >\$5M: 15-25%

Red Flag Trigger: <5%

Default Value: 12%

Variable: {avg\_revenue\_per\_sale\_electrical\_industry}

Definition: Average revenue generated per completed sale or invoice, including service, repair, and replacement jobs in electrical.

Value: Client-provided

Top Performers: Elite achieve \$1,500+ via upselling panels, EV chargers, and add-ons (ServiceTitan 2023 residential electrical median \$1,050; top quartile \$1,900+).

Value Tiers: <\$1M revenue: \$600-\$1,200; \$1-5M: \$1,000-\$1,600; >\$5M: \$1,500+

Red Flag Trigger: <\$600

Default Value: 1200

Variable: {revenue\_replacements\_vs\_repairs\_percent\_electrical\_industry}

Definition: Percentage of total revenue from equipment replacements/new installs (e.g., panels, services) versus repairs in electrical businesses.

Value: Client-provided

Top Performers: Top 10-20% derive 35-55% from replacements through diagnostic sales (ECM surveys; Nexstar targets 45%).

Value Tiers: <\$1M revenue: 20-35%; \$1-5M: 30-45%; >\$5M: 35-55%

Red Flag Trigger: <20% (repair-heavy indicates low profitability)

Default Value: 35%

Variable: {gross\_margin\_percent\_of\_total\_revenue\_electrical\_industry}

Definition: Gross profit (revenue minus COGS) as a percentage of total revenue for electrical operations.

Value: Client-provided

Top Performers: Elite 10-20% hit 55-65% with tight material controls and labor efficiency (ServiceTitan 2023 electrical: 90th percentile 62%; ECM/NECA benchmarks 55-60%).

Value Tiers: <\$1M revenue: 42-52%; \$1-5M: 48-58%; >\$5M: 52-62%

Red Flag Trigger: <42%

Default Value: 52%

Variable: {avg\_markup\_supplies\_materials\_electrical\_industry}

Definition: Average markup percentage applied to supplies and materials cost in electrical jobs (e.g., wire, fixtures, panels).

Value: Client-provided

Top Performers: Top performers average 100-175% markup (2-2.75x cost) via bulk buying and inventory management (Nexstar; ServiceTitan electrical medians).

Value Tiers: <\$1M revenue: 60-110%; \$1-5M: 80-140%; >\$5M: 100-175%

Red Flag Trigger: <60%

Default Value: 110%

Variable: {labor\_field\_percent\_of\_revenue\_electrical\_industry}

Definition: Field technician labor costs (wages, benefits, burdens) as a percentage of total revenue in electrical businesses.

Value: Client-provided

Top Performers: Elite maintain 24-29% with high tech productivity and routing optimization (ServiceTitan 2023 electrical median 27%; Nexstar target 27%).

Value Tiers: <\$1M revenue: 28-36%; \$1-5M: 26-33%; >\$5M: 24-30%

Red Flag Trigger: >36% or <20%

Default Value: 27%

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