



Your Report

Variable: {online_review_rating_electrical_industry}

Definition: Average customer rating from online review platforms such as Google, Yelp, and Angi for electrical contractors.

Value: Client-provided

Top Performers: Elite 10-20% achieve 4.7-4.9 via rapid response to reviews, consistent 5-star service, and review generation systems (ServiceTitan 2023 Benchmarks).

Value Tiers: N/A – Not applicable

Red Flag Trigger: <4.3

Default Value: 4.6

Variable: {safety_incident_rate_electrical_industry}

Definition: OSHA recordable incident rate per 100 full-time employees annually for electrical operations (BLS NAICS 238210 benchmark).

Value: Client-provided

Top Performers: Elite achieve <1.2 via rigorous safety training, daily huddles, and zero-incident incentives (NECA/ECM surveys).

Value Tiers: N/A – Not applicable

Red Flag Trigger: >4.0

Default Value: 2.5

Variable: {insurance_cost_percent_of_revenue_electrical_industry}

Definition: Total insurance premiums (workers' comp, general liability, auto) as percentage of gross revenue for electrical firms.

Value: Client-provided

Top Performers: Elite hold 3-5% through low claims, safety programs, and carrier negotiations (NECA/ServiceTitan 2023).

Value Tiers: <\$1M revenue: 5-8%; \$1-5M: 4-7%; >\$5M: 3-6%

Red Flag Trigger: >8%

Default Value: 5.5

Variable: {seller_discretionary_earnings_electrical_industry}

Definition: Seller's Discretionary Earnings as percentage of revenue, normalizing owner salary, perks, and non-recurring expenses for electrical businesses.

Value: Client-provided

Top Performers: Elite achieve 25-35% via high service attach rates, low overhead, and owner working 0 field hours (NECA/EGIA).

Value Tiers: <\$1M revenue: 15-25%; \$1-5M: 20-30%; >\$5M: 22-32%

Red Flag Trigger: <12%

Default Value: 20

Variable: {business_valuation_multiple_electrical_industry}

Definition: Typical EBITDA or SDE multiple used to value electrical businesses in mergers, acquisitions, or sales.

Value: Client-provided

Top Performers: Elite command 5-7x SDE with recurring revenue >25%, strong systems (BizMiner/RMA/NECA data).

Value Tiers: <\$1M revenue: 2.5-3.5x; \$1-5M: 3.5-4.5x; >\$5M: 4-6x

Red Flag Trigger: <2.5x or >7x

Default Value: 4

Variable: {energy_efficiency_reduction_percent_electrical_industry}

Definition: Average percentage reduction in energy consumption from electrical system upgrades like LED lighting, efficient panels, and smart controls.

Value: Client-provided

Top Performers: Elite deliver 40-60% via audits, LED retrofits, and controls (DOE/NECA benchmarks).

Value Tiers: N/A – Not applicable

Red Flag Trigger: <20%

Default Value: 35

Variable: {time_to_hire_days_electrical_industry}

Definition: Average days from job posting to onboarding a new electrical technician.

Value: Client-provided

Top Performers: Elite fill in 25-40 days via talent pipelines, apprenticeships, and employer branding (NECA/ServiceTitan 2023).

Value Tiers: <10 techs: 50-70 days; 10-50 techs: 40-60 days; >50 techs: 35-50 days

Red Flag Trigger: >90 days

Default Value: 55

Variable: {source_of_hire_percent_by_channel_electrical_industry}

Definition: Breakdown of new hire sources as percentages for electrical technicians (e.g., referrals, job boards).

Value: N/A – Not applicable

Top Performers: Elite get 45-55% referrals, 20-25% trade schools via strong culture and incentives (NECA/Jobber surveys).

Value Tiers: N/A – Not applicable

Red Flag Trigger: >50% from high-cost agencies

Default Value: Referrals: 40%; Job boards: 25%; Trade schools: 20%; Social: 10%; Other: 5%

Variable: {departmental_revenue_percent_electrical_industry}

Definition: Revenue distribution across departments (service, replacement/install, maintenance, commercial) for electrical firms.

Value: N/A – Not applicable

Top Performers: Elite balance: Service 30-35%, Install/Replace 45-50%, Maintenance 15%, Other 5% for stability (NECA/ServiceTitan).

Value Tiers: N/A – Not applicable

Red Flag Trigger: Service <20% or Install >65%

Default Value: Service: 28%; Install/Replace: 50%; Maintenance: 15%; Commercial/Other: 7%

Variable: {service_dept_revenue_percent_electrical_industry}

Definition: Percentage of total revenue from service and repair department (excluding installations/replacements).

Value: Client-provided

Top Performers: Elite achieve 30-40% via maintenance agreements and 75%+ service calls to sales (ServiceTitan/NECA 2023).

Value Tiers: <\$1M revenue: 20-30%; \$1-5M: 25-35%; >\$5M: 28-40%

Red Flag Trigger: <20%

Default Value: 28

Generated on Jan 27 2026, 2:02 PM

Powered by CEO CoPilot: The wisdom and experience of a roomful of industry experts, accountants, MBAs and bankers at your fingertips.