



## Your Report

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Variable: {csr\_call\_center\_percent\_of\_revenue\_electrical\_industry}

Definition: Percentage of total revenue expended on customer service representative (CSR) and call center labor costs in residential electrical service businesses.

Value: Client-provided

Top Performers: Elite 10-20% achieve 2-3% via 95%+ call answer rates, AI scheduling tools, and multi-role staff training (ServiceTitan 2023 Electrical Benchmarks, Nexstar 2022).

Value Tiers: <\$1M revenue: 4-6%; \$1-5M: 3-5%; >\$5M: 2-4% (Jobber 2024, ECM surveys).

Red Flag Trigger: >6% regardless of revenue size.

Default Value: 4.0%

Variable: {management\_overhead\_labor\_percent\_of\_revenue\_electrical\_industry}

Definition: Percentage of total revenue spent on management, administrative, and non-field overhead labor in residential electrical service companies.

Value: Client-provided

Top Performers: Top performers limit to 4-6% by owner-led operations (<500 field hours/year) and lean staffing (Nexstar 2023, ServiceTitan 2024 Electrical).

Value Tiers: <\$1M revenue: 7-10%; \$1-5M: 6-8%; >\$5M: 5-7% (ECM Financial Surveys).

Red Flag Trigger: >10% or >8% for >\$5M revenue.

Default Value: 7.0%

Variable: {marketing\_sales\_percent\_of\_revenue\_electrical\_industry}

Definition: Percentage of total revenue allocated to marketing, advertising, and sales labor/commissions in residential electrical service firms.

Value: Client-provided

Top Performers: Elite achieve 3-5% with 4x+ ROI via digital leads, SEO, and 60%+ closing rates (ServiceTitan 2023 Electrical, Jobber 2024 Benchmarks).

Value Tiers: <\$1M revenue: 6-9%; \$1-5M: 5-7%; >\$5M: 4-6% (Housecall Pro electrical surveys).

Red Flag Trigger: <2% (underinvesting) or >9%.

Default Value: 6.0%

Variable: {avg\_cost\_to\_book\_service\_call\_electrical\_industry}

Definition: Average cost (marketing + CSR labor) to book one service call in residential electrical service businesses.

Value: Client-provided

Top Performers: Top 20% average \$45-60 via optimized digital ads (Google/FB) and 80%+ show rates (ServiceTitan 2024 Electrical, FieldEdge reports).

Value Tiers: <\$1M revenue: \$70-100; \$1-5M: \$60-85; >\$5M: \$45-70 (Nexstar electrical data).

Red Flag Trigger: >\$100 or <\$30 (unsustainable).

Default Value: \$75

Variable: {closing\_ratio\_in\_home\_sales\_percent\_electrical\_industry}

Definition: Percentage of in-home sales calls (e.g., maintenance to replacement) that close successfully in residential electrical services.

Value: Client-provided

Top Performers: Elite 50-60% via certified sales training, options selling, and 80%+ customer satisfaction (Nexstar 2023, EGIA electrical reports).

Value Tiers: <\$1M revenue: 30-40%; \$1-5M: 35-45%; >\$5M: 40-50% (ServiceTitan 2023 Electrical).

Red Flag Trigger: <30%.

Default Value: 40.0%

Variable: {vehicles\_fuel\_percent\_of\_revenue\_electrical\_industry}

Definition: Percentage of total revenue spent on vehicles, fuel, maintenance, and related fleet costs in residential electrical service businesses.

Value: Client-provided

Top Performers: Top performers hold at 5-7% with GPS telematics, fuel cards, and 3-year truck replacement cycles (ServiceTitan 2024 Electrical, ECM).

Value Tiers: <\$1M revenue (1-5 techs): 7-10%; \$1-5M (6-20 techs): 6-8%; >\$5M: 5-7% (NECA residential benchmarks).

Red Flag Trigger: >10% or <3%.

Default Value: 7.0%

Variable: {rent\_utilities\_percent\_of\_revenue\_electrical\_industry}

Definition: Percentage of total revenue for rent, leases, and utilities on facilities in residential electrical service businesses.

Value: Client-provided

Top Performers: Elite maintain 1.5-2.5% via warehouse optimization and energy-efficient

shops (Nexstar 2022, ECM surveys).

Value Tiers: <\$1M revenue: 2.5-4%; \$1-5M: 2-3%; >\$5M: 1.5-2.5% (BizMiner electrical reports).

Red Flag Trigger: >4%.

Default Value: 2.5%

Variable: {software\_tech\_support\_percent\_of\_expenses\_electrical\_industry}

Definition: Percentage of total operating expenses (not revenue) for software subscriptions and tech support in residential electrical service firms.

Value: Client-provided

Top Performers: Top 20% at 1-1.5% with integrated platforms (e.g., ServiceTitan) yielding 20%+ efficiency gains (ServiceTitan 2024 Electrical, Jobber).

Value Tiers: <\$1M revenue: 2-3%; \$1-5M: 1.5-2.5%; >\$5M: 1-2% (Housecall Pro electrical data).

Red Flag Trigger: >3% of expenses.

Default Value: 2.0%

Variable: {avg\_days\_invoices\_outstanding\_electrical\_industry}

Definition: Average number of days residential electrical service invoices remain unpaid (DSO) before collection.

Value: Client-provided

Top Performers: Elite 20-28 days via automated invoicing, financing options, and 98% collection rates (ServiceTitan 2023 Electrical, FieldEdge).

Value Tiers: <\$1M revenue: 35-45 days; \$1-5M: 30-40 days; >\$5M: 25-35 days (RMA Statement Studies electrical).

Red Flag Trigger: >45 days.

Default Value: 35

Variable: {annual\_parts\_supplies\_inventory\_turnover\_electrical\_industry}

Definition: Number of times per year residential electrical service parts and supplies inventory is sold and replenished.

Value: Client-provided

Top Performers: Top performers achieve 12-16x via just-in-time ordering and van stocking discipline (ServiceTitan 2023 Electrical, EGIA).

Value Tiers: <\$1M revenue: 8-12x; \$1-5M: 10-14x; >\$5M: 12-16x (ECM benchmarks).

Red Flag Trigger: <8x.

Default Value: 11

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