



Your Report

Variable: {customer_acquisition_cost_electrical_industry}

Definition: Total cost to acquire a new residential electrical customer, including marketing, lead gen, and sales close costs divided by new customers.

Value: \$350

Top Performers: Elite 20% achieve <\$250 via 40%+ referral rate, SEO, and Google Ads ROI >4x (ServiceTitan 2024 Electrical Benchmarks).

Value Tiers: <\$1M rev: \$400; \$1-5M: \$350; >\$5M: \$275 (Nexstar, ServiceTitan).

Red Flag Trigger: >\$450 or CAC:LTV <1:3.

Default Value: \$350

Variable: {customer_lifetime_value_electrical_industry}

Definition: Net revenue from a customer over 10+ years, including installs, repairs, maintenance, and replacements.

Value: \$7,000

Top Performers: Top 15% exceed \$12,000 with 25%+ maintenance agreement attach rates and 20% annual repeat visits (ServiceTitan 2024, Nexstar Electrical).

Value Tiers: <\$1M rev: \$5,500; \$1-5M: \$7,000; >\$5M: \$10,000.

Red Flag Trigger: <\$4,500.

Default Value: \$7,000

Variable: {inventory_value_current_electrical_industry}

Definition: Book value of parts, supplies, and equipment held for electrical service and install jobs.

Value: N/A (scales with revenue)

Top Performers: 1-2% of revenue via just-in-time ordering and 10x+ turnover (ECM Survey 2023, ServiceTitan).

Value Tiers: <\$1M rev: 3.5% rev (\$35k); \$1-5M: 2.5% (\$125k); >\$5M: 1.5% (\$150k+).

Red Flag Trigger: >4% of revenue or turnover <6x.

Default Value: 2.5% of revenue

Variable: {accounts_receivable_total_electrical_industry}

Definition: Total outstanding invoices from electrical customers due within 30-90 days.

Value: N/A (scales with revenue)

Top Performers: 3-5% of revenue (20-30 days outstanding) via financing options and auto-collections (ServiceTitan 2024).

Value Tiers: <\$1M rev: 9% rev (\$90k); \$1-5M: 7% (\$350k); >\$5M: 5% (\$500k+).

Red Flag Trigger: >10% of revenue or >45 days DSO.

Default Value: 7% of revenue

Variable: {accounts_payable_total_electrical_industry}

Definition: Total outstanding invoices owed to electrical suppliers and vendors.

Value: N/A (scales with revenue)

Top Performers: 2.5-3.5% of revenue (15-25 days) with strong vendor terms (ECM, PHCC cross-trade 2023).

Value Tiers: <\$1M rev: 5.5% rev (\$55k); \$1-5M: 4.5% (\$225k); >\$5M: 3.5% (\$350k).

Red Flag Trigger: <1.5% of revenue (cash tight) or >40 days.

Default Value: 4.5% of revenue

Variable: {operating_expenses_total_electrical_industry}

Definition: Total non-COGS expenses including payroll, rent, marketing, admin, and vehicles as % of revenue.

Value: 65%

Top Performers: 52-58% via lean staffing (1.2 techs per \$1M rev) and owner in field <300 hrs (Nexstar Electrical).

Value Tiers: <\$1M: 72%; \$1-5M: 65%; >\$5M: 60%.

Red Flag Trigger: >75% of revenue.

Default Value: 65%

Variable: {net_profit_margin_percent_electrical_industry}

Definition: Net income after all expenses, taxes, and owner comp as % of revenue.

Value: 12%

Top Performers: 20-25% with 60% gross margins, 22% labor %, and low overhead (ServiceTitan 2024, ECM Survey).

Value Tiers: <\$1M: 9%; \$1-5M: 12%; >\$5M: 15%.

Red Flag Trigger: <6%.

Default Value: 12%

Variable: {return_on_assets_percent_electrical_industry}

Definition: Net profit divided by total assets (trucks, tools, inventory, receivables).

Value: 18%

Top Performers: 28%+ with asset-light ops and high utilization (RMA Statement Studies, BizMiner Electrical).

Value Tiers: <\$1M: 14%; \$1-5M: 18%; >\$5M: 22%.

Red Flag Trigger: <10%.

Default Value: 18%

Variable: {current_ratio_electrical_industry}

Definition: Current assets (cash + AR + inventory) divided by current liabilities (AP + short-term debt).

Value: 2.0

Top Performers: 2.8-3.5 with steady cash flow from memberships (RMA, ServiceTitan Electrical).

Value Tiers: N/A – consistent across sizes.

Red Flag Trigger: <1.3.

Default Value: 2.0

Variable: {billable_hours_per_tech_annual_electrical_industry}

Definition: Total wrappable hours billed per field technician per year (excludes travel, training, admin).

Value: 1,500

Top Performers: 1,800+ hours via routing software, 95%+ truck stock, min 5 calls/day (ServiceTitan, Jobber 2024 Electrical).

Value Tiers: <10 techs: 1,400; 10-50: 1,500; >50: 1,600.

Red Flag Trigger: <1,200.

Default Value: 1,500

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