CEO CoPilot

Your Report

Variable: {ideal_gross_margin_repair_plumbing_industry}

Definition: Target gross profit margin for plumbing repair services, (repair revenue - direct costs)/repair revenue * 100; reflects pricing, parts efficiency, and tech productivity.

Value: Client-provided

Top Performers: Top 20% (ServiceTitan Plumbing 2023, Nexstar) achieve 65-70% via flat-rate pricing, inventory controls, and 2+ upsells per call.

Value Tiers: <$1M rev: 55-62%; $1-5M: 60-67%; >$5M: 64-70% (ServiceTitan, PHCC benchmarks).

Red Flag Trigger: <50% overall; <55% for >$2M rev.

Default Value: 62%

Variable: {ideal_lead_to_booking_rate_plumbing_industry}

Definition: Percentage of inbound leads converted to booked service/repair appointments by CSRs.

Value: Client-provided

Top Performers: Elite 10-20% hit 45-55% (ServiceTitan Plumbing 2023, Jobber) through scripted CSRs, quick follow-up, and online booking tools.

Value Tiers: <10 techs: 35-45%; 10-25 techs: 40-50%; >25 techs: 45-55%.

Red Flag Trigger: <25%.

Default Value: 40%

Variable: {ideal_warranty_claims_percent_plumbing_industry}

Definition: Percentage of repair revenue resulting in warranty callbacks/claims within 1 year.

Value: Client-provided

Top Performers: Top quartile under 2% (PHCC Labor Survey 2023, Nexstar Plumbing) via tech training, quality parts, and diagnostic protocols.

Value Tiers: N/A – Not applicable

Red Flag Trigger: >5%.

Default Value: 3%

Variable: {average_ticket_price_plumbing_industry}

Definition: Average invoice dollar amount for plumbing service and repair calls (excluding replacements).

Value: Client-provided

Top Performers: $500-600 (ServiceTitan Plumbing 2024, top 20%) with consistent upsells to maintenance/repairs.

Value Tiers: <$1M rev: $350-450; $1-5M: $450-550; >$5M: $500-600 (ServiceTitan, Contractor Magazine Plumbing).

Red Flag Trigger: <$300.

Default Value: $450

Variable: {service_revenue_percent_plumbing_industry}

Definition: Percentage of total revenue from recurring service agreements and tune-ups (excl. repair/replace).

Value: Client-provided

Top Performers: 20-30% of total rev (Nexstar Plumbing 2023, ServiceTitan) via strong membership programs and annual tune-ups.

Value Tiers: <10 techs: 15-22%; 10+ techs: 20-27%; >25 techs: 25-30%.

Red Flag Trigger: <15%.

Default Value: 22%

Variable: {membership_attach_rate_percent_plumbing_industry}

Definition: Percentage of active customers enrolled in maintenance membership programs.

Value: Client-provided

Top Performers: 20-30% attach rate (ServiceTitan Plumbing 2023, Housecall Pro) through proactive sales at every call and digital sign-up.

Value Tiers: N/A – Not applicable

Red Flag Trigger: <10%.

Default Value: 20%

Variable: {membership_revenue_percent_plumbing_industry}

Definition: Percentage of total annual revenue generated from membership fees and related services.

Value: Client-provided

Top Performers: 10-18% (Nexstar Plumbing, ServiceTitan 2024) by maximizing renewals (90%+) and attach-ons.

Value Tiers: <$2M rev: 8-12%; $2-10M: 12-16%; >$10M: 14-18%.

Red Flag Trigger: <5%.

Default Value: 12%

Variable: {response_time_hours_plumbing_industry}

Definition: Average hours from lead receipt to technician arrival for service/repair calls.

Value: Client-provided

Top Performers: Under 2 hours (PHCC, ServiceTitan Plumbing top 10%) using GPS dispatching and 24/7 coverage.

Value Tiers: N/A – Not applicable

Red Flag Trigger: >4 hours average.

Default Value: 2.5

Variable: {customer_satisfaction_score_plumbing_industry}

Definition: Average post-job customer satisfaction score (scale 1-5 or 1-10; often via NPS/CSAT).

Value: Client-provided

Top Performers: 4.7+/5 or 90%+ (ServiceTitan Plumbing 2023, Jobber) with follow-up surveys and service guarantees.

Value Tiers: N/A – Not applicable

Red Flag Trigger: <4.2/5 or <80%.

Default Value: 4.5

Variable: {customer_retention_rate_percent_plumbing_industry}

Definition: Percentage of prior-year customers generating repeat revenue in the current year.

Value: Client-provided

Top Performers: 70-80% (Nexstar Plumbing 2023, PHCC) via memberships, CRM nurturing, and loyalty programs.

Value Tiers: <$1M rev: 60-70%; $1-5M: 65-75%; >$5M: 70-80%.

Red Flag Trigger: <60%.

Default Value: 70%