



Your Report

Variable: {marketing_spend_annual_plumbing_industry}

Definition: Total annual expenditure on marketing, advertising, and lead generation for plumbing contractors.

Value: N/A

Top Performers: Elite 10-20% spend 4-6% of revenue, focusing on digital channels like PPC, SEO, and CRM integration (ServiceTitan 2023 Plumbing Benchmarks, PHCC).

Value Tiers: <\$1M revenue: \$20K–\$60K; \$1M–\$5M: \$50K–\$300K; >\$5M: \$300K–\$1M

Red Flag Trigger: <3% or >12% of revenue

Default Value: 5% of annual revenue

Variable: {cost_per_qualified_lead_plumbing_industry}

Definition: Average cost to acquire one qualified lead ready for sales follow-up in plumbing.

Value: N/A

Top Performers: \$60–\$120 per lead using optimized Google Ads, SEO, and review platforms (ServiceTitan 2023 Plumbing, Jobber).

Value Tiers: N/A – Not applicable

Red Flag Trigger: >\$250

Default Value: \$150

Variable: {lead_to_close_rate_percent_plumbing_industry}

Definition: Percentage of leads that convert to closed-won jobs in plumbing.

Value: N/A

Top Performers: 50–70% via scripted sales, technician training, and quick response times (PHCC, ServiceTitan 2023 Plumbing).

Value Tiers: N/A – Not applicable

Red Flag Trigger: <25%

Default Value: 40%

Variable: {cost_of_goods_sold_annual_plumbing_industry}

Definition: Annual direct costs of materials and labor for plumbing jobs as % of revenue.

Value: N/A

Top Performers: 30–35% of revenue with vendor negotiations and waste reduction (PHCC 2023, Plumbing & Mechanical).

Value Tiers: Service-heavy (<\$2M): 25–33%; Install-heavy (>\$5M): 35–43%

Red Flag Trigger: >45% of revenue

Default Value: 36% of annual revenue

Variable: {operating_expenses_annual_plumbing_industry}

Definition: Annual overhead expenses excluding COGS as % of revenue for plumbing firms.

Value: N/A

Top Performers: 48–53% of revenue through lean staffing and software efficiency (ServiceTitan 2023 Plumbing).

Value Tiers: <\$1M revenue: 55–65%; \$1M–\$5M: 52–62%; >\$5M: 48–58%

Red Flag Trigger: >70% of revenue

Default Value: 56% of annual revenue

Variable: {net_income_annual_plumbing_industry}

Definition: Annual net profit after all expenses, taxes for plumbing contractors.

Value: N/A

Top Performers: 12–18% of revenue with high attach rates and owner disengagement (PHCC 2023, ServiceTitan Plumbing).

Value Tiers: <\$1M: 8–12%; \$1M–\$5M: 10–15%; >\$5M: 12–18%

Red Flag Trigger: <5% of revenue

Default Value: 11% of annual revenue

Variable: {cash_on_hand_plumbing_industry}

Definition: Average cash reserves available for plumbing business operations.

Value: N/A

Top Performers: 4–6 months of operating expenses for liquidity and growth (RMA Statement Studies, BizMiner).

Value Tiers: <\$1M revenue: \$100K–\$250K; \$1M–\$5M: \$250K–\$1M; >\$5M: \$1M+

Red Flag Trigger: <2 months operating expenses

Default Value: 4 months of operating expenses

Variable: {accounts_receivable_annual_average_plumbing_industry}

Definition: Average annual balance of accounts receivable for plumbing contractors.

Value: N/A

Top Performers: 20–30 days sales outstanding (6–8% of revenue) via upfront payments and financing (ServiceTitan 2023 Plumbing).

Value Tiers: <\$1M: 8–12% revenue; \$1M–\$5M: 6–10%; >\$5M: 5–9%

Red Flag Trigger: >50 days (14%+ of revenue)

Default Value: 30 days sales outstanding (8% of revenue)

Variable: {inventory_value_average_plumbing_industry}

Definition: Average value of parts and equipment inventory held by plumbing firms.

Value: N/A

Top Performers: 2–4% of revenue with just-in-time ordering (PHCC 2023, Plumbing & Mechanical).

Value Tiers: <\$1M: 2–4% revenue; \$1M–\$5M: 2–5%; >\$5M: 3–6%

Red Flag Trigger: >8% of revenue

Default Value: 3% of annual revenue

Variable: {total_assets_plumbing_industry}

Definition: Total value of all assets (cash, AR, inventory, vehicles, equipment) for plumbing businesses.

Value: N/A

Top Performers: Asset turnover 2.0–3.0x revenue with efficient utilization (RMA Annual Statement Studies 2023).

Value Tiers: <\$1M revenue: \$400K–\$800K; \$1M–\$5M: \$800K–\$4M; >\$5M: \$4M–\$15M

Red Flag Trigger: <40% of revenue

Default Value: 70% of annual revenue

Generated on Jan 28 2026, 8:50 AM

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