



## Your Report

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Variable: {customer\_lifetime\_value\_plumbing\_industry}

Definition: Projected total revenue from a single plumbing customer over their entire relationship, including services, repairs, maintenance, and replacements.

Value: \$9,200 (ServiceTitan 2023 avg)

Top Performers: Top 20% achieve \$18,000+ with 35%+ maintenance penetration, high upsell rates, and loyalty programs (Nexstar).

Value Tiers: <\$1M rev: \$6,000–\$9,000; \$1M–\$5M: \$9,000–\$15,000; >\$5M: \$15,000–\$25,000

Red Flag Trigger: < \$5,000

Default Value: \$9,200

Variable: {clv\_to\_cac\_ratio\_plumbing\_industry}

Definition: Ratio of customer lifetime value to customer acquisition cost, indicating marketing and sales efficiency.

Value: 3:1 (ServiceTitan/Nexstar avg)

Top Performers: 5:1+ via referrals (40% of leads) and targeted digital ads (Nexstar).

Value Tiers: N/A – Not applicable

Red Flag Trigger: < 2:1

Default Value: 3:1

Variable: {fixed\_costs\_annual\_plumbing\_industry}

Definition: Annual fixed overhead expenses including rent, admin salaries, insurance, and utilities (excludes variable costs and direct labor).

Value: N/A – scales with size

Top Performers: 22-28% of revenue through outsourcing and tech automation (PM Magazine).

Value Tiers: \$250K–\$1M rev: \$150K–\$350K; \$1M–\$5M: \$400K–\$1.5M; >\$5M: \$1.5M–\$4M

Red Flag Trigger: >35% of revenue

Default Value: \$750,000 (for \$2.5M avg firm)

Variable: {variable\_cost\_percent\_of\_revenue\_plumbing\_industry}

Definition: Variable costs (materials, parts, supplies) as percentage of total revenue, excluding labor.

Value: 28% (ServiceTitan/PM 2023 avg)

Top Performers: <22% with vendor negotiations and inventory mgmt (PHCC).

Value Tiers: N/A – Not applicable

Red Flag Trigger: >35%

Default Value: 28%

Variable: {tax\_rate\_percent\_plumbing\_industry}

Definition: Effective combined federal, state, and local income tax rate after deductions for plumbing businesses.

Value: 26% (RMA Annual Statement Studies 2023)

Top Performers: 22-24% via Section 179 and R&D credits (PHCC).

Value Tiers: N/A – Not applicable

Red Flag Trigger: >35% or <20%

Default Value: 26%

Variable: {depreciation\_annual\_plumbing\_industry}

Definition: Annual depreciation expense on assets like trucks, plumbing equipment, and tools.

Value: N/A – asset dependent

Top Performers: 4-6% of revenue with efficient fleet mgmt (PHCC).

Value Tiers: 1-5 techs: \$40K–\$100K; 6-20 techs: \$100K–\$300K; >20 techs: \$300K+

Red Flag Trigger: N/A – Not applicable

Default Value: \$150,000

Variable: {interest\_expense\_annual\_plumbing\_industry}

Definition: Annual interest paid on business debt such as equipment loans and lines of credit.

Value: N/A – debt dependent

Top Performers: <2% of revenue with low-leverage ops (BizMiner).

Value Tiers: \$1M–\$5M rev: \$20K–\$100K; >\$5M: \$100K–\$300K

Red Flag Trigger: >5% of revenue

Default Value: \$50,000

Variable: {employee\_satisfaction\_score\_plumbing\_industry}

Definition: Average employee satisfaction score (e.g., eNPS scale -100 to 100 or 0-100 equivalent).

Value: 55 (Jobber 2023 Field Service avg)

Top Performers: 75+ with training, bonuses, and career paths (ServiceTitan).

Value Tiers: N/A – Not applicable

Red Flag Trigger: <40

Default Value: 55

Variable: {recruitment\_cost\_per\_hire\_plumbing\_industry}

Definition: Average cost to recruit and onboard one new employee, especially technicians.

Value: \$5,800 (PHCC 2023; higher for techs ~\$7K)

Top Performers: <\$4,000 via employee referrals and partnerships (Nexstar).

Value Tiers: Admin: \$3K-\$5K; Techs: \$5K-\$10K

Red Flag Trigger: >\$10,000

Default Value: \$5,800

Variable: {vendor\_on\_time\_delivery\_percent\_plumbing\_industry}

Definition: Percentage of vendor orders delivered on time, impacting job efficiency.

Value: 92% (FieldEdge/Insights 2023 avg)

Top Performers: 97%+ with key supplier partnerships (PHCC).

Value Tiers: N/A – Not applicable

Red Flag Trigger: <85%

Default Value: 92%

Generated on Jan 28 2026, 8:54 AM

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