



Your Report

Variable: {client_name_plumbing_industry}

Definition: The legal or registered name of the client's plumbing contracting business.

Value: N/A

Top Performers: N/A – Not applicable

Value Tiers: N/A – Not applicable

Red Flag Trigger: N/A – Not applicable

Default Value: N/A

Variable: {business_name_plumbing_industry}

Definition: The primary operating or trade name used by the plumbing business for marketing and customer-facing purposes.

Value: N/A

Top Performers: N/A – Not applicable

Value Tiers: N/A – Not applicable

Red Flag Trigger: N/A – Not applicable

Default Value: N/A

Variable: {business_address_plumbing_industry}

Definition: The primary physical address of the plumbing business operations, including street, city, state, and ZIP code.

Value: N/A

Top Performers: N/A – Not applicable

Value Tiers: N/A – Not applicable

Red Flag Trigger: N/A – Not applicable

Default Value: N/A

Variable: {years_as_owner_operator_plumbing_industry}

Definition: The number of years the current owner has actively operated the plumbing business.

Value: Client-provided

Top Performers: Elite performers typically have 15+ years, enabling refined processes and

vendor relationships (Nexstar contractor surveys).

Value Tiers: <\$1M revenue: 5-10 years; \$1-5M: 10-20 years; >\$5M: 15+ years

Red Flag Trigger: <3 years (high failure risk per SBA reports)

Default Value: 10

Variable: {recurring_revenue_percent_plumbing_industry}

Definition: Percentage of total annual revenue from recurring sources like maintenance agreements and service contracts in plumbing businesses.

Value: Client-provided

Top Performers: Top 10-20% achieve 15-25% via aggressive membership sales and 80%+ renewal rates (ServiceTitan 2023 Plumbing: top quartile 18%; PHCC benchmarks).

Value Tiers: <\$1M revenue: 5-12%; \$1-5M: 8-18%; >\$5M: 12-25%

Red Flag Trigger: <5%

Default Value: 10%

Variable: {avg_revenue_per_sale_plumbing_industry}

Definition: Average revenue generated per completed sale or invoice, including service, repair, and replacement jobs in plumbing.

Value: Client-provided

Top Performers: Elite achieve \$1,200+ via upselling replacements and add-ons (ServiceTitan 2023 residential plumbing median \$712; top quartile \$1,100+).

Value Tiers: <\$1M revenue: \$500-\$800; \$1-5M: \$700-\$1,100; >\$5M: \$1,000+

Red Flag Trigger: <\$500

Default Value: 800

Variable: {revenue_replacements_vs_repairs_percent_plumbing_industry}

Definition: Percentage of total revenue from equipment replacements (new installs) versus repairs in plumbing businesses.

Value: Client-provided

Top Performers: Top 10-20% derive 35-50% from replacements through diagnostic sales processes (PHCC surveys; Nexstar targets 40%).

Value Tiers: <\$1M revenue: 20-35%; \$1-5M: 25-45%; >\$5M: 35-55%

Red Flag Trigger: <20% (repair-heavy indicates low profitability)

Default Value: 35%

Variable: {gross_margin_percent_of_total_revenue_plumbing_industry}

Definition: Gross profit (revenue minus COGS) as a percentage of total revenue for plumbing operations.

Value: Client-provided

Top Performers: Elite 10-20% hit 55-65% with tight material controls and labor efficiency (ServiceTitan 2023: avg 53%, 90th percentile 62%; PHCC benchmarks 55-60%).

Value Tiers: <\$1M revenue: 40-50%; \$1-5M: 45-55%; >\$5M: 50-60%

Red Flag Trigger: <40%

Default Value: 50%

Variable: {avg_markup_supplies_materials_plumbing_industry}

Definition: Average markup percentage applied to supplies and materials cost in plumbing jobs (e.g., parts, pipe, fittings).

Value: Client-provided

Top Performers: Top performers average 100-150% markup (2-2.5x cost) via bulk buying and inventory management (Nexstar; ServiceTitan medians).

Value Tiers: <\$1M revenue: 50-100%; \$1-5M: 75-125%; >\$5M: 100-150%

Red Flag Trigger: <50%

Default Value: 100%

Variable: {labor_field_percent_of_revenue_plumbing_industry}

Definition: Field technician labor costs (wages, benefits, burdens) as a percentage of total revenue in plumbing businesses.

Value: Client-provided

Top Performers: Elite maintain 24-28% with high tech productivity and routing optimization (ServiceTitan 2023 median 26%; Nexstar target 26%).

Value Tiers: <\$1M revenue: 28-35%; \$1-5M: 25-32%; >\$5M: 24-28%

Red Flag Trigger: >35% or <20%

Default Value: 26%

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