



Your Report

Variable: {online_review_rating_plumbing_industry}

Definition: Average customer rating from online review platforms such as Google, Yelp, and Angi for plumbing contractors.

Value: Client-provided

Top Performers: Elite 10-20% achieve 4.7-4.9 via rapid response to reviews, consistent 5-star service, and review generation systems (ServiceTitan 2023 Plumbing Benchmarks).

Value Tiers: N/A – Not applicable

Red Flag Trigger: <4.3

Default Value: 4.6

Variable: {safety_incident_rate_plumbing_industry}

Definition: OSHA recordable incident rate per 100 full-time employees annually for plumbing operations (BLS NAICS 238220 benchmark).

Value: Client-provided

Top Performers: Elite achieve <1.5 via rigorous safety training, daily huddles, and zero-incident incentives (PHCC/Contractor Magazine surveys).

Value Tiers: N/A – Not applicable

Red Flag Trigger: >4.0

Default Value: 2.9

Variable: {insurance_cost_percent_of_revenue_plumbing_industry}

Definition: Total insurance premiums (workers' comp, general liability, auto) as percentage of gross revenue for plumbing firms.

Value: Client-provided

Top Performers: Elite hold 3-5% through low claims, safety programs, and carrier negotiations (PHCC/Nexstar 2023).

Value Tiers: <\$1M revenue: 5-8%; \$1-5M: 4-7%; >\$5M: 3-6%

Red Flag Trigger: >8%

Default Value: 5.5

Variable: {seller_discretionary_earnings_plumbing_industry}

Definition: Seller's Discretionary Earnings as percentage of revenue, normalizing owner salary, perks, and non-recurring expenses for plumbing businesses.

Value: Client-provided

Top Performers: Elite achieve 25-35% via high service attach rates, low overhead, and owner working 0 field hours (PHCC/Nexstar).

Value Tiers: <\$1M revenue: 15-25%; \$1-5M: 20-30%; >\$5M: 22-32%

Red Flag Trigger: <12%

Default Value: 20

Variable: {business_valuation_multiple_plumbing_industry}

Definition: Typical EBITDA or SDE multiple used to value plumbing businesses in mergers, acquisitions, or sales.

Value: Client-provided

Top Performers: Elite command 5-7x SDE with recurring revenue >30%, strong systems (BizMiner/RMA/PHCC data).

Value Tiers: <\$1M revenue: 2.5-3.5x; \$1-5M: 3.5-4.5x; >\$5M: 4-6x

Red Flag Trigger: <2.5x or >7x

Default Value: 4

Variable: {energy_efficiency_reduction_percent_plumbing_industry}

Definition: Average percentage reduction in energy and water consumption from high-efficiency plumbing installations (e.g., tankless heaters, low-flow fixtures).

Value: Client-provided

Top Performers: Elite deliver 30-50% via audits, efficient fixtures, and insulation (PHCC/DOE/EPA benchmarks).

Value Tiers: N/A – Not applicable

Red Flag Trigger: <15%

Default Value: 25

Variable: {time_to_hire_days_plumbing_industry}

Definition: Average days from job posting to onboarding a new plumbing technician.

Value: Client-provided

Top Performers: Elite fill in 20-30 days via talent pipelines, apprenticeships, and employer branding (ServiceTitan/PHCC 2023).

Value Tiers: <10 techs: 45-60 days; 10-50 techs: 35-50 days; >50 techs: 30-45 days

Red Flag Trigger: >75 days

Default Value: 45

Variable: {source_of_hire_percent_by_channel_plumbing_industry}

Definition: Breakdown of new hire sources as percentages for plumbing technicians (e.g., referrals, job boards).

Value: N/A – Not applicable

Top Performers: Elite get 40-50% referrals, 20-30% career sites via strong culture and incentives (PHCC/Jobber surveys).

Value Tiers: N/A – Not applicable

Red Flag Trigger: >50% from high-cost agencies

Default Value: Referrals: 35%; Job boards: 30%; Schools: 15%; Social: 10%; Other: 10%

Variable: {departmental_revenue_percent_plumbing_industry}

Definition: Revenue distribution across departments (service/repair, replacement, new construction, drain cleaning) for plumbing firms.

Value: N/A – Not applicable

Top Performers: Elite balance: Service 35%, Replace 40%, Maintenance 15%, Other 10% for stability (ServiceTitan/PHCC).

Value Tiers: N/A – Not applicable

Red Flag Trigger: Service <20% or Replace >60%

Default Value: Service: 30%; Replace: 40%; Maintenance: 15%; Commercial/New: 15%

Variable: {service_dept_revenue_percent_plumbing_industry}

Definition: Percentage of total revenue from service and repair department (excluding replacements).

Value: Client-provided

Top Performers: Elite achieve 30-45% via maintenance agreements and 80%+ service calls to sales (ServiceTitan/PHCC 2023).

Value Tiers: <\$1M revenue: 25-35%; \$1-5M: 30-40%; >\$5M: 32-45%

Red Flag Trigger: <20%

Default Value: 32

Generated on Jan 28 2026, 8:56 AM

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