



Your Report

Variable: {customer_acquisition_cost_plumbing_industry}

Definition: Total cost to acquire a new residential plumbing customer, including marketing, lead gen, and sales close costs divided by new customers.

Value: \$350

Top Performers: Elite 20% achieve <\$225 via 35%+ referral rate, SEO, and Google Ads ROI >5x (ServiceTitan 2024).

Value Tiers: <\$1M rev: \$450; \$1-5M: \$350; >\$5M: \$250 (Nexstar benchmarks).

Red Flag Trigger: >\$500 or CAC:LTV <1:3.

Default Value: \$350

Variable: {customer_lifetime_value_plumbing_industry}

Definition: Net revenue from a customer over 10+ years, including installs, repairs, maintenance, and replacements.

Value: \$8,500

Top Performers: Top 15% exceed \$14,000 with 30%+ maintenance agreement attach rates and 25% annual repeat visits (ServiceTitan, Nexstar).

Value Tiers: <\$1M rev: \$6,500; \$1-5M: \$8,500; >\$5M: \$11,000.

Red Flag Trigger: <\$5,000.

Default Value: \$8,500

Variable: {inventory_value_current_plumbing_industry}

Definition: Book value of parts, supplies, and equipment held for plumbing service and install jobs.

Value: N/A (scales with revenue)

Top Performers: 1.5-2% of revenue via just-in-time ordering and 8x+ turnover (PHCC Logistics Survey 2023).

Value Tiers: <\$1M rev: 4% rev (\$40k); \$1-5M: 3% (\$150k); >\$5M: 2% (\$200k+).

Red Flag Trigger: >5% of revenue or turnover <5x.

Default Value: 3% of revenue

Variable: {accounts_receivable_total_plumbing_industry}

Definition: Total outstanding invoices from plumbing customers due within 30-90 days.

Value: N/A (scales with revenue)

Top Performers: 4-5% of revenue (25-30 days outstanding) via financing options and auto-collections (ServiceTitan).

Value Tiers: <\$1M rev: 10% rev (\$100k); \$1-5M: 8% (\$400k); >\$5M: 6% (\$600k+).

Red Flag Trigger: >12% of revenue or >50 days DSO.

Default Value: 8% of revenue

Variable: {accounts_payable_total_plumbing_industry}

Definition: Total outstanding invoices owed to plumbing suppliers and vendors.

Value: N/A (scales with revenue)

Top Performers: 3-4% of revenue (20-25 days) with strong vendor terms (PHCC).

Value Tiers: <\$1M rev: 6% rev (\$60k); \$1-5M: 5% (\$250k); >\$5M: 4% (\$400k).

Red Flag Trigger: <2% of revenue (cash tight) or >45 days.

Default Value: 5% of revenue

Variable: {operating_expenses_total_plumbing_industry}

Definition: Total non-COGS expenses including payroll, rent, marketing, admin, and vehicles as % of revenue.

Value: 68%

Top Performers: 55-60% via lean staffing (1.5 techs per \$1M rev) and owner in field <500 hrs (Nexstar).

Value Tiers: <\$1M: 75%; \$1-5M: 68%; >\$5M: 62%.

Red Flag Trigger: >78% of revenue.

Default Value: 68%

Variable: {net_profit_margin_percent_plumbing_industry}

Definition: Net income after all expenses, taxes, and owner comp as % of revenue.

Value: 11%

Top Performers: 18-22% with 55% gross margins, 25% labor %, and low overhead (ServiceTitan 2024, Nexstar).

Value Tiers: <\$1M: 8%; \$1-5M: 11%; >\$5M: 14%.

Red Flag Trigger: <5%.

Default Value: 11%

Variable: {return_on_assets_percent_plumbing_industry}

Definition: Net profit divided by total assets (trucks, tools, inventory, receivables).

Value: 16%

Top Performers: 25%+ with asset-light ops and high utilization (RMA Statement Studies, BizMiner).

Value Tiers: <\$1M: 12%; \$1-5M: 16%; >\$5M: 20%.

Red Flag Trigger: <8%.

Default Value: 16%

Variable: {current_ratio_plumbing_industry}

Definition: Current assets (cash + AR + inventory) divided by current liabilities (AP + short-term debt).

Value: 2.1

Top Performers: 2.5-3.0 with steady cash flow from memberships (RMA, ServiceTitan).

Value Tiers: N/A – consistent across sizes.

Red Flag Trigger: <1.2.

Default Value: 2.1

Variable: {billable_hours_per_tech_annual_plumbing_industry}

Definition: Total wrappable hours billed per field technician per year (excludes travel, training, admin).

Value: 1,400

Top Performers: 1,750+ hours via routing software, 90%+ truck stock, min 4 calls/day (ServiceTitan, Jobber 2024).

Value Tiers: <10 techs: 1,300; 10-50: 1,400; >50: 1,500.

Red Flag Trigger: <1,100.

Default Value: 1,400

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