



Your Report

Variable: {recurring_revenue_total_plumbing_industry}

Definition: Total annual revenue from recurring plumbing sources such as maintenance agreements, memberships, and service contracts.

Value: Client-provided

Top Performers: Elite 10-20% achieve 20-30% of total revenue from recurring sources, often \$300K+ for mid-sized firms, via strong membership sales (ServiceTitan 2023, Nexstar, PHCC benchmarks).

Value Tiers: \$0.5-2M revenue firms: \$75K-\$300K; \$2-5M: \$300K-\$750K; \$5M+: \$750K+ (PHCC, ServiceTitan).

Red Flag Trigger: <5% of total revenue or <\$50K absolute for firms >\$1M revenue.

Default Value: 10% of total revenue

Variable: {ops_efficiency_score_plumbing_industry}

Definition: Composite score (0-100) assessing plumbing operational efficiency, including tech utilization, dispatching, and inventory turnover from industry software benchmarks.

Value: Client-provided

Top Performers: Scores of 85-95+; achieved via GPS routing, predictive scheduling, and 80%+ tech utilization (ServiceTitan, Jobber 2023).

Value Tiers: N/A – Not applicable

Red Flag Trigger: <60

Default Value: 75

Variable: {finance_health_score_plumbing_industry}

Definition: Composite score (0-100) evaluating plumbing financial health based on margins, liquidity, debt ratios, and cash flow from RMA and industry surveys.

Value: Client-provided

Top Performers: Scores of 85-100; via 12%+ net margins, DSCR >2x, low debt (RMA Annual Studies, Nexstar, PHCC).

Value Tiers: N/A – Not applicable

Red Flag Trigger: <50

Default Value: 70

Variable: {training_investment_roi_plumbing_industry}

Definition: Return on investment from technician and staff training expenditures, typically measured as revenue uplift or margin improvement per dollar spent.

Value: Client-provided

Top Performers: 4-6x ROI; elite firms invest 2-3% of payroll, yielding 20%+ productivity gains (Nexstar, PHCC reports).

Value Tiers: N/A – Not applicable

Red Flag Trigger: <2x

Default Value: 3.5x

Variable: {revenue_growth_rate_percent_yoy_plumbing_industry}

Definition: Year-over-year percentage growth in total plumbing revenue.

Value: Client-provided

Top Performers: 20-35% YoY; driven by acquisitions, memberships, and tech leverage (ServiceTitan 2023, Contractor Magazine, PHCC).

Value Tiers: <\$1M revenue: 15-25%; \$1-5M: 12-20%; \$5M+: 10-18% (IBISWorld, ServiceTitan).

Red Flag Trigger: <5% or >50% (unsustainable).

Default Value: 15%

Variable: {contribution_margin_by_service_type_plumbing_industry}

Definition: Gross profit margin after direct costs by plumbing service type (e.g., service calls, replacements, maintenance).

Value: N/A – Non-numeric

Top Performers: Service: 60-70%; Maintenance: 65-75%; Replacement: 40-50%; via high attach rates, efficient installs (ServiceTitan, PHCC, PM Magazine).

Value Tiers: N/A – Not applicable

Red Flag Trigger: Service <50%; Replacement <35%; Maintenance <60%.

Default Value: Service 60%; Maintenance 70%; Replacement 45%

Variable: {operating_cash_flow_approx_plumbing_industry}

Definition: Approximate annual operating cash flow for plumbing businesses, typically 10-15% of revenue.

Value: Client-provided

Top Performers: 18%+ of revenue; \$350K+ for \$2M firms via tight AR control (<30 days), low capex (RMA, PHCC).

Value Tiers: \$1-2M revenue: \$150K-\$300K; \$2-5M: \$300K-\$750K; \$5M+: \$750K+.

Red Flag Trigger: <5% of revenue or negative.

Default Value: 12% of revenue

Variable: {capacity_utilization_percent_plumbing_industry}

Definition: Percentage of total available tech hours that are billable in plumbing operations.

Value: Client-provided

Top Performers: 80-88%; via dynamic dispatching, minimal travel time (ServiceTitan, FieldEdge 2023).

Value Tiers: 1-5 techs: 65-75%; 6-15: 70-80%; 15+: 75-85%.

Red Flag Trigger: <65%

Default Value: 75%

Variable: {customer_retention_years_plumbing_industry}

Definition: Average number of years a customer remains active with the plumbing contractor.

Value: Client-provided

Top Performers: 4-6+ years; through maintenance programs, satisfaction scores >4.8/5 (Jobber, Housecall Pro, ServiceTitan).

Value Tiers: N/A – Not applicable

Red Flag Trigger: <2 years

Default Value: 4 years

Variable: {variable_cost_percentage_plumbing_industry}

Definition: Variable costs (materials, labor, subcontractors) as percentage of total plumbing revenue.

Value: Client-provided

Top Performers: 42-48%; controlled via bulk purchasing, tech training (ServiceTitan, PM Magazine).

Value Tiers: Service-heavy: 45-55%; Install-heavy: 48-58%.

Red Flag Trigger: >60%

Default Value: 50%

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