

Kehoe & Co. - 2007 Annual Landscape Industry Report

Average Findings for: All Companies

Report Criteria:

- Reporting Period: Fiscal-Year-End 2006
- All figures reported in actual US dollars.
- Reported sums may not add due to averaging and rounding.

INCOME STATEMENT - FYE 2006	Landscape Construction		Landscape Desig Build		Grounds Maintenance	
	% of Sales		% of Sales		% of Sales	
REVENUES						
Total Revenue	\$ 6,268,353	100.0%	\$ 1,209,353	100.0%	\$ 2,727,347	100.0%
DIRECT COSTS						
Job Materials	1,979,831	31.6%	319,995	26.5%	370,011	13.6%
Subcontractors	461,411	7.4%	123,027	10.2%	130,513	4.8%
Direct Labor Wages & Salaries - Foremen & Laborers	1,397,116	22.3%	239,496	19.8%	858,510	31.5%
Direct Labor Payroll Taxes	257,880	4.1%	38,664	3.2%	119,981	4.4%
Total Direct Costs	4,096,238	65.3%	721,182	59.6%	1,479,015	54.2%
INDIRECT COSTS						
Production Supervisor Salaries Including Payroll Taxes	292,673	4.7%	52,719	4.4%	152,141	5.6%
Mechanic Wages & Salaries Including Payroll Taxes	147,497	2.4%	8,439	0.7%	32,691	1.2%
Equipment Repairs, Equip. Leases, Fuel, & Depreciation	352,898	5.6%	53,965	4.5%	248,303	9.1%
Vehicle Insurance, License, & Registration	39,974	0.6%	18,974	1.6%	33,566	1.2%
Small Tools & Job Supplies	55,619	0.9%	12,426	1.0%	36,114	1.3%
Trash Fees, Dumping Fees, & Uniforms	22,683	0.4%	7,969	0.7%	27,353	1.0%
Total Indirect Costs	911,344	14.5%	154,491	12.8%	530,167	19.4%
TOTAL COST OF SALES	5,007,581	79.9%	875,673	72.4%	2,009,182	73.7%
GROSS MARGIN	1,260,771	20.1%	333,680	27.6%	718,165	26.3%
SELLING, GENERAL, & ADMINISTRATIVE COSTS - SG&A						
Advertising & Marketing	30,549	0.5%	13,319	1.1%	37,522	1.4%
Insurance - Including Workers' Comp	113,033	1.8%	31,099	2.6%	94,260	3.5%
Office Expense - Including Computers & Supplies	29,881	0.5%	12,433	1.0%	24,939	0.9%
Rent and/or Facility Lease	92,582	1.5%	29,321	2.4%	62,896	2.3%
Professional Services	29,447	0.5%	5,899	0.5%	21,275	0.8%
Phone & Utilities - Including Cell Phone	31,594	0.5%	8,796	0.7%	26,790	1.0%
Interest Expense	35,093	0.6%	19,037	1.6%	26,979	1.0%
All Other Misc. Expenses - Dues, Travel, Education, etc.	64,842	1.0%	17,787	1.5%	42,994	1.6%
Salaries - Sales & Designers Including Payroll Taxes	250,911	4.0%	43,149	3.6%	103,118	3.8%
Salaries - Office & Admin Staff Including Payroll Taxes	225,963	3.6%	104,999	8.7%	219,657	8.1%
Total SG&A Costs	903,894	14.4%	285,840	23.6%	660,429	24.2%
NET PROFIT (Calculated)	356,878	5.7%	47,840	4.0%	57,736	2.1%

ASSETS - As of Fiscal-Year-End 2006	Landscape Construction		Landscape Desig Build		Grounds Maintenance	
	% of Assets		% of Assets		% of Assets	
Accounts Receivable	1,341,702	33.9%	187,911	42.2%	292,857	31.9%
Equipment (Net Depreciation)	398,937	10.1%	170,737	38.3%	435,586	47.5%
Estimated New Equipment Purchases for 2007	311,125	7.9%	40,632	9.1%	111,478	12.1%
Total Assets (Reported)	3,958,779	100.0%	445,642	100.0%	917,612	100.0%
RATIO ANALYSIS						
Asset Turnover	1.6	-	2.7	-	3.0	-
Equipment Turnover	15.7	-	7.1	-	6.3	-

AVERAGE STAFFING LEVELS	Landscape Construction	Landscape Desig Build	Grounds Maintenance
Sales & Estimators	1.9	1.1	1.6
Designers	1.3	0.9	0.4
Production, Operations Mngt, Facilities, & Purchasing	4.0	1.8	3.3
Project & Account Managers	2.2	1.2	2.3
Shop & Mechanic Staff	1.2	0.4	1.1
Accounting, Admin, & Human Resources Staff	1.8	1.0	1.5
Average Total Employees	12.5	6.4	10.2