

Kehoe & Co. - 2007 Annual Landscape Industry Report

Average Findings for Co's with: Sales Less Than \$1,000,000

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	\$ 667,000	100.0%	\$ 489,439	100.0%	\$ 437,880	100.0%
DIRECT COSTS						
Job Materials	281,800	42.2%	140,114	28.6%	69,413	15.9%
Subcontractors	37,800	5.7%	23,628	4.8%	25,632	5.9%
Direct Labor Wages & Salaries - Foremen & Laborers	89,894	13.5%	115,701	23.6%	123,903	28.3%
Direct Labor Payroll Taxes	14,950	2.2%	16,483	3.4%	25,555	5.8%
Total Direct Costs	424,444	63.6%	295,926	60.5%	244,503	55.8%
INDIRECT COSTS						
Production Supervisor Salaries Including Payroll Taxes	28,800	4.3%	18,366	3.8%	14,110	3.2%
Mechanic Wages & Salaries Including Payroll Taxes	18,750	2.8%	1,727	0.4%	2,278	0.5%
Equipment Repairs, Equip. Leases, Fuel, & Depreciation	26,227	3.9%	22,700	4.6%	33,125	7.6%
Vehicle Insurance, License, & Registration	7,452	1.1%	6,817	1.4%	5,980	1.4%
Small Tools & Job Supplies	9,540	1.4%	5,825	1.2%	4,754	1.1%
Trash Fees, Dumping Fees, & Uniforms	1,938	0.3%	2,010	0.4%	4,659	1.1%
Total Indirect Costs	92,707	13.9%	57,446	11.7%	64,905	14.8%
TOTAL COST OF SALES	517,150	77.5%	353,372	72.2%	309,408	70.7%
GROSS MARGIN	149,850	22.5%	136,067	27.8%	128,472	29.3%
SELLING, GENERAL, & ADMINISTRATIVE COSTS - SG&A						
Advertising & Marketing	3,423	0.5%	2,678	0.5%	4,910	1.1%
Insurance - Including Workers' Comp	26,800	4.0%	12,871	2.6%	15,472	3.5%
Office Expense - Including Computers & Supplies	2,970	0.4%	2,771	0.6%	3,807	0.9%
Rent and/or Facility Lease	5,000	0.7%	10,707	2.2%	9,271	2.1%
Professional Services	7,907	1.2%	1,856	0.4%	2,073	0.5%
Phone & Utilities - Including Cell Phone	4,640	0.7%	4,553	0.9%	4,588	1.0%
Interest Expense	13,995	2.1%	5,892	1.2%	4,000	0.9%
All Other Misc. Expenses - Dues, Travel, Education, etc.	2,258	0.3%	2,743	0.6%	3,902	0.9%
Salaries - Sales & Designers Including Payroll Taxes	5,900	0.9%	29,275	6.0%	7,974	1.8%
Salaries - Office & Admin Staff Including Payroll Taxes	7,500	1.1%	40,936	8.4%	35,364	8.1%
Total SG&A Costs	80,392	12.1%	114,283	23.3%	91,361	20.9%
NET PROFIT (Calculated)	69,458	10.4%	21,784	4.5%	37,111	8.5%

ASSETS - As of Fiscal-Year-End 2006	Landscape Construction		Landscape Desig Build		Grounds Maintenance	
	% of Assets		% of Assets		% of Assets	
Accounts Receivable	418,000	67.5%	40,146	34.5%	83,577	56.3%
Equipment (Net Depreciation)	248,667	40.2%	53,495	46.0%	71,046	47.9%
Estimated New Equipment Purchases for 2007	49,500	8.0%	28,013	24.1%	31,129	21.0%
Total Assets (Reported)	619,250	100.0%	116,219	100.0%	148,456	100.0%
RATIO ANALYSIS						
Asset Turnover	1.1	-	4.2	-	2.9	-
Equipment Turnover	2.7	-	9.1	-	6.2	-

AVERAGE STAFFING LEVELS	Landscape Construction	Landscape Desig Build	Grounds Maintenance
Sales & Estimators	0.5	0.9	0.5
Designers	0.7	0.8	0.2
Production, Operations Mngt, Facilities, & Purchasing	2.1	1.3	1.8
Project & Account Managers	0.6	0.7	0.6
Shop & Mechanic Staff	0.5	0.4	0.4
Accounting, Admin, & Human Resources Staff	0.5	0.7	0.6
Average Total Employees	4.8	4.8	4.1