

# Kehoe & Co. - 2008 Annual Landscape Industry Report

## Average Findings for: All Companies

### Report Criteria:

- Reporting Period: Fiscal-Year-End 2007
- All figures reported in actual US dollars.
- Reported sums may not add due to averaging and rounding.

INCOME STATEMENT - FYE 2007	Landscape Construction	% of Sales	Landscape Desi: Build	% of Sales	Grounds Maintenance	% of Sales
<b>REVENUES</b>						
Total Revenue	\$ 6,845,823	100.0%	\$ 3,166,356	100.0%	\$ 8,371,361	100.0%
<b>DIRECT COSTS</b>						
Job Materials	1,805,195	26.4%	692,761	21.9%	1,162,269	13.9%
Subcontractors	679,209	9.9%	265,434	8.4%	400,864	4.8%
Direct Labor Wages & Salaries - Foremen & Laborers	1,297,244	18.9%	716,449	22.6%	2,110,062	25.2%
Direct Labor Payroll Taxes - Foremen & Laborers	217,413	3.2%	93,368	2.9%	237,898	2.8%
<b>Total Direct Costs</b>	<b>3,999,060</b>	<b>58.4%</b>	<b>1,768,012</b>	<b>55.8%</b>	<b>3,911,093</b>	<b>46.7%</b>
<b>INDIRECT COSTS</b>						
Field & Account Manager Wages Including Payroll Taxes	302,791	4.4%	183,307	5.8%	415,595	5.0%
Equipment Repair & Mechanic Wages Including Payroll Taxes	190,355	2.8%	80,298	2.5%	342,368	4.1%
Leases & Depreciation	262,598	3.8%	91,287	2.9%	419,755	5.0%
Fuel	165,241	2.4%	84,533	2.7%	345,198	4.1%
Uniforms, Licenses, & Permits	19,239	0.3%	14,426	0.5%	64,472	0.8%
Small Tools & Job Supplies	79,910	1.2%	26,279	0.8%	76,286	0.9%
Trash & Dumping Fees	26,954	0.4%	23,246	0.7%	57,087	0.7%
<b>Total Indirect Costs</b>	<b>1,047,088</b>	<b>15.3%</b>	<b>503,375</b>	<b>15.9%</b>	<b>1,720,761</b>	<b>20.6%</b>
<b>TOTAL COST OF SALES</b>	<b>5,046,149</b>	<b>73.7%</b>	<b>2,271,387</b>	<b>71.7%</b>	<b>5,631,854</b>	<b>67.3%</b>
<b>GROSS MARGIN</b>	<b>1,799,675</b>	<b>26.3%</b>	<b>894,969</b>	<b>28.3%</b>	<b>2,739,507</b>	<b>32.7%</b>
<b>SELLING, GENERAL, &amp; ADMINISTRATIVE COSTS - SG&amp;A</b>						
Salaries - Sales, Admin, & Owner Including Payroll Taxes	666,864	9.7%	415,058	13.1%	770,931	9.2%
Advertising & Marketing	71,367	1.0%	27,285	0.9%	65,925	0.8%
Insurance - Including Workers' Comp	176,594	2.6%	111,132	3.5%	368,806	4.4%
Office Expense - Including Postage & Supplies	35,442	0.5%	43,755	1.4%	90,947	1.1%
IT Expense - Including Computers, Software, IT Services	16,678	0.2%	9,816	0.3%	30,907	0.4%
Rent and/or Facility Lease	86,102	1.3%	67,801	2.1%	190,214	2.3%
Professional Services	38,947	0.6%	20,447	0.6%	68,457	0.8%
Phone & Utilities - Including Cell Phone	50,828	0.7%	28,383	0.9%	84,070	1.0%
Interest Expense	63,061	0.9%	26,147	0.8%	86,911	1.0%
All Other Misc. Expenses - Dues, Travel, Education, etc.	198,637	2.9%	63,057	2.0%	260,921	3.1%
<b>Total SG&amp;A Costs</b>	<b>1,404,520</b>	<b>20.5%</b>	<b>812,881</b>	<b>25.7%</b>	<b>2,018,088</b>	<b>24.1%</b>
<b>NET PROFIT (Calculated)</b>	<b>395,154</b>	<b>5.8%</b>	<b>82,088</b>	<b>2.6%</b>	<b>721,419</b>	<b>8.6%</b>

BALANCE SHEET - As of Fiscal-Year-End 2007	Landscape Construction	% of Total	Landscape Desi: Build	% of Total	Grounds Maintenance	% of Total
<b>ASSETS</b>						
Accounts Receivable	1,462,256	49.8%	298,532	31.2%	1,044,585	34.3%
Equipment (Net Depreciation)	922,931	31.4%	400,086	41.8%	1,402,255	46.1%
Other Assets	553,126	18.8%	258,082	27.0%	596,196	19.6%
<b>Total Assets (Reported)</b>	<b>2,938,313</b>	<b>100.0%</b>	<b>956,699</b>	<b>100.0%</b>	<b>3,043,036</b>	<b>100.0%</b>
<b>LIABILITIES</b>						
Current Liabilities	1,325,914	64.4%	284,761	54.4%	1,444,497	62.5%
Other Liabilities	732,849	35.6%	238,826	45.6%	867,195	37.5%
<b>Total Debt &amp; Liabilities (Reported)</b>	<b>2,058,763</b>	<b>100.0%</b>	<b>523,587</b>	<b>100.0%</b>	<b>2,311,691</b>	<b>100.0%</b>
<b>RATIO ANALYSIS</b>						
Asset Turnover	2.3	-	3.3	-	2.8	-
Equipment Turnover	12.4	-	12.3	-	14.0	-

AVERAGE STAFFING LEVELS	Landscape Construction	Landscape Desi: Build	Grounds Maintenance
Sales Staff, Estimators, & Designers	3.6	3.4	3.0
Field Supervision Including Project & Account Managers	3.2	3.4	4.3
Shop & Mechanic Staff	1.5	1.0	1.8
Admin Staff Including HR, Accounting, & Purchasing	3.2	3.3	4.8
<b>Average Total Employees</b>	<b>11.5</b>	<b>11.1</b>	<b>13.9</b>