Kehoe & Co. - 2008 Annual Landscape Industry Report

Average Findings for: Companies with Revenues Over $2,000,000

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
REVENUES						
Total Revenue	**$ 11,000,785**	**100.0%**	**$ 4,704,832**	**100.0%**	**$ 10,707,458**	**100.0%**
DIRECT COSTS						
Job Materials	3,232,360	29.4%	1,022,042	21.7%	1,473,710	13.8%
Subcontractors	1,023,116	9.3%	381,228	8.1%	538,000	5.0%
Direct Labor Wages & Salaries - Foremen & Laborers	2,383,674	21.7%	1,045,183	22.2%	2,701,142	25.2%
Direct Labor Payroll Taxes - Foremen & Laborers	396,216	3.6%	127,198	2.7%	288,560	2.7%
Total Direct Costs	**7,035,366**	**64.0%**	**2,575,650**	**54.7%**	**5,001,413**	**46.7%**
INDIRECT COSTS						
Field & Account Manager Wages Including Payroll Taxes	522,285	4.7%	315,953	6.7%	555,630	5.2%
Equipment Repair & Mechanic Wages Including Payroll Taxes	281,065	2.6%	116,416	2.5%	447,201	4.2%
Leases & Depreciation	440,627	4.0%	125,150	2.7%	537,352	5.0%
Fuel	216,084	2.0%	121,266	2.6%	434,746	4.1%
Uniforms, Licenses, & Permits	26,384	0.2%	28,098	0.6%	81,083	0.8%
Small Tools & Job Supplies	117,626	1.1%	45,228	1.0%	99,392	0.9%
Trash & Dumping Fees	20,401	0.2%	34,926	0.7%	70,898	0.7%
Total Indirect Costs	**1,624,472**	**14.8%**	**787,037**	**16.7%**	**2,226,302**	**20.8%**
TOTAL COST OF SALES	**8,659,839**	**78.7%**	**3,362,687**	**71.5%**	**7,227,715**	**67.5%**
GROSS MARGIN	**2,340,946**	**21.3%**	**1,342,145**	**28.5%**	**3,479,742**	**32.5%**
SELLING, GENERAL, & ADMINISTRATIVE COSTS - SG&A						
Salaries - Sales, Admin, & Owner Including Payroll Taxes	1,112,598	10.1%	648,107	13.8%	875,850	8.2%
Advertising & Marketing	41,456	0.4%	41,393	0.9%	75,537	0.7%
Insurance - Including Workers' Comp	188,215	1.7%	170,242	3.6%	505,112	4.7%
Office Expense - Including Postage & Supplies	46,590	0.4%	78,425	1.7%	113,836	1.1%
IT Expense - Including Computers, Software, IT Services	22,041	0.2%	16,485	0.4%	40,585	0.4%
Rent and/or Facility Lease	203,821	1.9%	94,939	2.0%	211,374	2.0%
Professional Services	60,384	0.5%	28,834	0.6%	89,923	0.8%
Phone & Utilities - Including Cell Phone	71,223	0.6%	37,486	0.8%	84,652	0.8%
Interest Expense	87,299	0.8%	40,014	0.9%	85,108	0.8%
All Other Misc. Expenses - Dues, Travel, Education, etc.	215,727	2.0%	97,555	2.1%	350,642	3.3%
Total SG&A Costs	**2,049,353**	**18.6%**	**1,253,479**	**26.6%**	**2,432,620**	**22.7%**
NET PROFIT (Calculated)	**291,593**	**2.7%**	**88,666**	**1.9%**	**1,047,123**	**9.8%**

BALANCE SHEET - As of Fiscal-Year-End 2007	Landscape Construction	% of Total	Landscape Desi Build	% of Total	Grounds Maintenance	% of Total
ASSETS						
Accounts Receivable	2,436,814	60.6%	469,075	33.8%	1,215,669	33.3%
Equipment (Net Depreciation)	1,053,456	26.2%	586,302	42.3%	1,790,739	49.1%
Other Assets	531,686	13.2%	331,004	23.9%	642,777	17.6%
Total Assets (Reported)	**4,021,956**	**100.0%**	**1,386,381**	**100.0%**	**3,649,185**	**100.0%**
LIABILITIES						
Current Liabilities	1,877,329	63.1%	483,169	63.5%	1,907,041	66.6%
Other Liabilities	1,098,031	36.9%	278,000	36.5%	954,671	33.4%
Total Debt & Liabilities (Reported)	**2,975,359**	**100.0%**	**761,169**	**100.0%**	**2,861,712**	**100.0%**
RATIO ANALYSIS						
Asset Turnover	**2.7**	**-**	**3.4**	**-**	**2.9**	**-**
Equipment Turnover	**20.7**	**-**	**14.2**	**-**	**16.7**	**-**

AVERAGE STAFFING LEVELS	Landscape Construction	Landscape Desi Build	Grounds Maintenance
Sales Staff, Estimators, & Designers	5.0	4.9	3.6
Field Supervision Including Project & Account Managers	4.3	4.8	5.0
Shop & Mechanic Staff	1.7	1.3	2.1
Admin Staff Including HR, Accounting, & Purchasing	4.0	4.1	5.5
Average Total Employees	**15.0**	**15.1**	**16.1**