Kehoe & Co. - 2008 Annual Landscape Industry Report

Average Findings for: Companies with Revenues Under $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	**$ 1,305,875**	**100.0%**	**$ 1,166,337**	**100.0%**	**$ 1,168,398**	**100.0%**
DIRECT COSTS						
Job Materials	291,876	22.4%	257,539	22.1%	166,559	14.3%
Subcontractors	137,673	10.5%	101,366	8.7%	47,676	4.1%
Direct Labor Wages & Salaries - Foremen & Laborers	200,117	15.3%	270,151	23.2%	293,746	25.1%
Direct Labor Payroll Taxes - Foremen & Laborers	30,350	2.3%	38,205	3.3%	38,976	3.3%
Total Direct Costs	**660,017**	**50.5%**	**667,262**	**57.2%**	**546,956**	**46.8%**
INDIRECT COSTS						
Field & Account Manager Wages Including Payroll Taxes	40,798	3.1%	43,753	3.8%	42,252	3.6%
Equipment Repair & Mechanic Wages Including Payroll Taxes	40,240	3.1%	30,655	2.6%	44,659	3.8%
Leases & Depreciation	45,664	3.5%	38,084	3.3%	58,430	5.0%
Fuel	39,347	3.0%	32,692	2.8%	50,461	4.3%
Uniforms, Licenses, & Permits	4,387	0.3%	2,928	0.3%	9,463	0.8%
Small Tools & Job Supplies	16,950	1.3%	7,190	0.6%	9,913	0.8%
Trash & Dumping Fees	7,861	0.6%	8,446	0.7%	8,777	0.8%
Total Indirect Costs	**195,248**	**15.0%**	**163,749**	**14.0%**	**223,956**	**19.2%**
TOTAL COST OF SALES	**855,265**	**65.5%**	**831,011**	**71.2%**	**770,912**	**66.0%**
GROSS MARGIN	**450,610**	**34.5%**	**335,326**	**28.8%**	**397,486**	**34.0%**
SELLING, GENERAL, & ADMINISTRATIVE COSTS - SG&A						
Salaries - Sales, Admin, & Owner Including Payroll Taxes	117,476	9.0%	141,652	12.1%	143,680	12.3%
Advertising & Marketing	25,203	1.9%	9,746	0.8%	12,157	1.0%
Insurance - Including Workers' Comp	48,811	3.7%	39,105	3.4%	40,545	3.5%
Office Expense - Including Postage & Supplies	8,401	0.6%	11,315	1.0%	13,607	1.2%
IT Expense - Including Computers, Software, IT Services	3,935	0.3%	2,968	0.3%	3,811	0.3%
Rent and/or Facility Lease	6,064	0.5%	27,053	2.3%	38,265	3.3%
Professional Services	7,778	0.6%	8,086	0.7%	8,711	0.7%
Phone & Utilities - Including Cell Phone	11,350	0.9%	12,134	1.0%	19,431	1.7%
Interest Expense	13,140	1.0%	9,199	0.8%	22,081	1.9%
All Other Misc. Expenses - Dues, Travel, Education, etc.	62,456	4.8%	21,952	1.9%	30,211	2.6%
Total SG&A Costs	**304,614**	**23.3%**	**283,210**	**24.3%**	**332,498**	**28.5%**
NET PROFIT (Calculated)	**145,996**	**11.2%**	**52,116**	**4.5%**	**64,988**	**5.6%**

BALANCE SHEET - As of Fiscal-Year-End 2007	Landscape Construction	% of Total	Landscape Desi Build	% of Total	Grounds Maintenance	% of Total
ASSETS						
Accounts Receivable	216,812	28.1%	69,606	26.9%	122,640	38.9%
Equipment (Net Depreciation)	322,640	41.8%	106,112	41.1%	102,868	32.6%
Other Assets	231,575	30.0%	82,749	32.0%	89,855	28.5%
Total Assets (Reported)	**771,027**	**100.0%**	**258,466**	**100.0%**	**315,363**	**100.0%**
LIABILITIES						
Current Liabilities	151,174	67.0%	68,141	40.8%	139,386	47.3%
Other Liabilities	74,396	33.0%	99,074	59.2%	155,563	52.7%
Total Debt & Liabilities (Reported)	**225,571**	**100.0%**	**167,215**	**100.0%**	**294,949**	**100.0%**
RATIO ANALYSIS						
Asset Turnover	**1.7**	**-**	**4.5**	**-**	**3.7**	**-**
Equipment Turnover	**5.6**	**-**	**14.1**	**-**	**13.0**	**-**

AVERAGE STAFFING LEVELS	Landscape Construction	Landscape Desi Build	Grounds Maintenance
Sales Staff, Estimators, & Designers	1.5	1.6	1.3
Field Supervision Including Project & Account Managers	1.5	1.6	1.8
Shop & Mechanic Staff	1.3	0.3	0.7
Admin Staff Including HR, Accounting, & Purchasing	2.0	1.9	1.9
Average Total Employees	**6.3**	**5.2**	**5.6**