

Kehoe & Co. - 2008 Annual Landscape Industry Report

Average Findings for: Most Profitable 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
REVENUES						
Total Revenue	\$ 5,555,648	100.0%	\$ 4,627,494	100.0%	\$ 6,499,367	100.0%
DIRECT COSTS						
Job Materials	968,608	17.4%	777,053	16.8%	764,279	11.8%
Subcontractors	534,681	9.6%	758,235	16.4%	132,771	2.0%
Direct Labor Wages & Salaries - Foremen & Laborers	1,004,891	18.1%	669,355	14.5%	1,543,966	23.8%
Direct Labor Payroll Taxes - Foremen & Laborers	117,808	2.1%	108,242	2.3%	173,343	2.7%
Total Direct Costs	2,625,989	47.3%	2,312,884	50.0%	2,614,359	40.2%
INDIRECT COSTS						
Field & Account Manager Wages Including Payroll Taxes	218,288	3.9%	345,513	7.5%	284,862	4.4%
Equipment Repair & Mechanic Wages Including Payroll Taxes	281,705	5.1%	51,846	1.1%	232,752	3.6%
Leases & Depreciation	237,689	4.3%	69,372	1.5%	387,021	6.0%
Fuel	219,133	3.9%	92,478	2.0%	299,269	4.6%
Uniforms, Licenses, & Permits	34,460	0.6%	38,369	0.8%	41,158	0.6%
Small Tools & Job Supplies	41,052	0.7%	20,792	0.4%	51,706	0.8%
Trash & Dumping Fees	3,024	0.1%	38,235	0.8%	44,079	0.7%
Total Indirect Costs	1,035,351	18.6%	656,606	14.2%	1,340,846	20.6%
TOTAL COST OF SALES	3,661,340	65.9%	2,969,490	64.2%	3,955,205	60.9%
GROSS MARGIN	1,894,308	34.1%	1,658,004	35.8%	2,544,162	39.1%
SELLING, GENERAL, & ADMINISTRATIVE COSTS - SG&A						
Salaries - Sales, Admin, & Owner Including Payroll Taxes	356,022	6.4%	530,944	11.5%	621,846	9.6%
Advertising & Marketing	58,805	1.1%	9,132	0.2%	51,916	0.8%
Insurance - Including Workers' Comp	168,170	3.0%	135,412	2.9%	345,788	5.3%
Office Expense - Including Postage & Supplies	34,819	0.6%	20,126	0.4%	83,581	1.3%
IT Expense - Including Computers, Software, IT Services	6,852	0.1%	19,080	0.4%	17,774	0.3%
Rent and/or Facility Lease	80,633	1.5%	65,524	1.4%	116,935	1.8%
Professional Services	32,971	0.6%	14,604	0.3%	51,642	0.8%
Phone & Utilities - Including Cell Phone	29,293	0.5%	35,530	0.8%	53,930	0.8%
Interest Expense	19,424	0.3%	40,432	0.9%	52,843	0.8%
All Other Misc. Expenses - Dues, Travel, Education, etc.	253,957	4.6%	60,031	1.3%	182,656	2.8%
Total SG&A Costs	1,040,945	18.7%	930,816	20.1%	1,578,910	24.3%
NET PROFIT (Calculated)	853,363	15.4%	727,188	15.7%	965,252	14.9%

BALANCE SHEET - As of Fiscal-Year-End 2007	Landscape Construction	% of Total	Landscape Desi: Build	% of Total	Grounds Maintenance	% of Total
ASSETS						
Accounts Receivable	1,134,607	47.7%	565,561	48.0%	916,386	39.8%
Equipment (Net Depreciation)	504,098	21.2%	351,440	29.8%	928,499	40.3%
Other Assets	742,015	31.2%	261,211	22.2%	457,610	19.9%
Total Assets (Reported)	2,380,720	100.0%	1,178,212	100.0%	2,302,495	100.0%
LIABILITIES						
Current Liabilities	635,007	90.2%	368,206	66.3%	1,131,737	70.2%
Other Liabilities	69,133	9.8%	186,980	33.7%	479,419	29.8%
Total Debt & Liabilities (Reported)	704,140	100.0%	555,186	100.0%	1,611,156	100.0%
RATIO ANALYSIS						
Asset Turnover	2.3	-	3.9	-	2.8	-
Equipment Turnover	7.5	-	17.7	-	14.2	-

AVERAGE STAFFING LEVELS	Landscape Construction	Landscape Desi: Build	Grounds Maintenance
Sales Staff, Estimators, & Designers	2.5	4.0	3.0
Field Supervision Including Project & Account Managers	4.0	4.0	3.7
Shop & Mechanic Staff	2.5	1.0	2.0
Admin Staff Including HR, Accounting, & Purchasing	3.5	3.5	5.0
Average Total Employees	12.5	12.5	13.7