

Kehoe & Co. - 2005 Annual Landscape Industry Analysis & Summary Report

Average Findings for Co's with: Sales More Than \$3,000,000

Report Criteria:

- Reporting Period: Fiscal-Year-End 2004
- All figures reported in actual US dollars
- Reported sums may not add due to averaging and rounding.

INCOME STATEMENT	Landscape Construction	% of Sales	Landscape Design Build	% of Sales	Grounds Maintenance	% of Sales
REVENUES						
Total Revenue	\$ 12,518,778	100.0%	\$ 8,124,625	100.0%	\$ 4,510,950	100.0%
DIRECT COSTS						
Job Materials	4,456,556	35.6%	1,866,226	23.0%	551,919	12.2%
Subcontractors	1,053,889	8.4%	549,000	6.8%	235,767	5.2%
Direct Labor - Foremen & Laborers	2,606,889	20.8%	1,746,324	21.5%	1,280,063	28.4%
Direct Labor Payroll Taxes	313,375	2.5%	273,841	3.4%	132,300	2.9%
Total Direct Costs	8,430,708	67.3%	4,435,391	54.6%	2,200,048	48.8%
INDIRECT COSTS						
Indirect Labor - Including Overtime & Non-Billable	182,456	1.5%	177,769	2.2%	117,870	2.6%
Production Supervisors & Superintendents	376,750	3.0%	302,778	3.7%	270,654	6.0%
Indirect Labor Payroll Taxes	241,571	1.9%	64,422	0.8%	54,847	1.2%
Mechanic Labor & Payroll Taxes	165,538	1.3%	90,729	1.1%	66,166	1.5%
Equipment Repairs, Fuel, Leases, & Depreciation	691,325	5.5%	577,288	7.1%	341,888	7.6%
Uniforms, Licenses, & Permits	76,875	0.6%	36,333	0.4%	19,459	0.4%
Small Tools & Job Supplies	49,433	0.4%	55,111	0.7%	61,781	1.4%
Trash & Dumping Fees	101,086	0.8%	32,000	0.4%	29,269	0.6%
Total Indirect Costs	1,885,034	15.1%	1,336,430	16.4%	961,933	21.3%
TOTAL COST OF SALES	10,315,742	82.4%	5,771,821	71.0%	3,161,981	70.1%
GROSS MARGIN	2,203,035	17.6%	2,352,803	29.0%	1,348,969	29.9%
SELLING, GENERAL, & ADMINISTRATIVE COSTS - SG&A						
Advertising & Marketing	19,200	0.2%	83,889	1.0%	29,866	0.7%
Insurance - Including Workers' Comp	288,622	2.3%	272,188	3.4%	207,816	4.6%
Office Expense - Including Computers & Supplies	59,700	0.5%	64,000	0.8%	37,131	0.8%
Rent and/or Facility Lease	72,878	0.6%	112,811	1.4%	102,956	2.3%
Professional Services	44,600	0.4%	60,759	0.7%	32,644	0.7%
Phone & Utilities	59,633	0.5%	70,367	0.9%	40,044	0.9%
Interest Expense	70,222	0.6%	42,056	0.5%	32,300	0.7%
Misc. Expenses - Dues, Education, Travel, etc.	228,289	1.8%	207,764	2.6%	133,580	3.0%
Salaries - Sales, PJ Mngrs, Designers, Estimators, & Acct Mngrs	325,478	2.6%	480,250	5.9%	160,497	3.6%
Salaries - Sr. Mngrs, Accounting, HR, & Admin	486,125	3.9%	543,625	6.7%	260,081	5.8%
Total SG&A Costs	1,654,747	13.2%	1,937,707	23.8%	1,036,915	23.0%
NET PROFIT (REPORTED)	701,144	5.6%	535,795	6.6%	286,607	6.4%

ASSETS - As of Fiscal-Year-End 2004	Landscape Construction	% of Assets	Landscape Design Build	% of Assets	Grounds Maintenance	% of Assets
Accounts Receivable	1,921,000	54.5%	913,933	36.6%	443,588	31.3%
Equipment	665,944	18.9%	1,436,164	57.6%	640,581	45.2%
Equipment Purchases for 2005 (Estimated)	298,375	8.5%	374,556	15.0%	172,200	12.1%
Total Assets (Reported)	3,524,000	100.0%	2,495,122	100.0%	1,417,406	100.0%
RATIO ANALYSIS						
Asset Turnover	3.6	-	3.3	-	3.2	-
Equipment Turnover	18.8	-	5.7	-	7.0	-

AVERAGE STAFFING LEVELS	Landscape Construction	Landscape Design Build	Grounds Maintenance
Sales	2.2	4.8	2.1
Estimating	2.1	1.4	0.8
Design	1.8	2.7	0.8
Production, Operations Mngt, Facilities, & Purchasing	4.2	3.2	2.1
Project Management (Installation co's only)	4.8	5.1	0.9
Account Management (Maintenance co's only)	1.9	1.8	3.6
Shop & Mechanic Staff	2.5	2.3	1.7
Accounting Staff	2.9	2.1	1.6
Administration Staff	2.3	2.5	1.8
Human Resources Staff	0.5	0.7	0.7
Average Total Employees - OVERHEAD	25.2	26.7	16.0
SALES PER FTE OVERHEAD	\$ 496,339	\$ 304,040	\$ 282,486