



## OFFICIAL KEHOE & COMPANY 2007 - Landscape Contractor Survey

What is your primary business (*Check one*) Design Build  Construction  Grounds Maintenance

### FINANCIAL RESULTS

Provide us with your 2007 numbers. Use the Kehoe chart of accounts below as a guide.

<b>What were your 2007 Revenues</b> ( <i>Fill in the dollar amount</i> )	
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#### What were your 2007 Direct Cost of Goods Sold (*Fill in the dollar amounts*)

Materials	
Subcontractors	
Direct Labor (Foremen and laborers only)	
Direct Payroll Taxes (Foremen and laborers only)	
Direct Labor Hours (Foremen and laborers)	

#### What were your 2007 Indirect Costs (*Fill in the dollar amounts*)

Field/Account Managers and payroll taxes	
Equip Repair and Mechanic Salary /Payroll tax	
Lease/Depreciation	
Fuel	
Uniform/ License/Permit	
Small Tools/Job Supplies	
Trash / Dumping	

#### What were your 2007 General & Administrative Costs (*Fill in the dollar amounts*)

Salaries (Sales, Admin, Owner)	
Advertising / Marketing	
Insurance (including Work Comp)	
Office Expense	
IT Expenses (Computers, Software, Services)	
Rent / Facilities	
Professional Services	
Phone / Utility Cost (Including cell phone etc.)	
Interest expense	
All Other (Dues, travel, entertain, education, etc.)	

## Landscape Contractor Survey

**See your balance sheet and provide 12/31/07 numbers**

Accounts Receivable (Year end)	
Equipment Assets (Net Depreciation)	
Total Assets	
Current Liabilities	
Total Debt and Liabilities	

**Provide approx. number of people you employ in the following roles - use 0.5 for a part time position.**

Sales, Estimating, Design	
Field Supervision (Project and Account Management)	
Shop	
Administration Staff (HR, Accounting, Purchasing, etc.)	

### INFORMATION AND COMPUTER SYSTEMS

**Rate your satisfaction with your current computer system from 5 = High to 1 = Low. Then use 1, 2, 3 to tell us the three functions you would most like to improve in your business in order of priority.**

Sales Pipeline / Customer Management	5	4	3	2	1	
Accounting / Reporting	5	4	3	2	1	
Estimating	5	4	3	2	1	
Work Orders / Scheduling	5	4	3	2	1	
Payroll	5	4	3	2	1	
Purchasing	5	4	3	2	1	
Job Costing	5	4	3	2	1	

<b>YOUR EMAIL ADDRESS</b>	
<b>YOUR COMPANY NAME</b>	
<b>YOUR SOFTWARE PACKAGE NOW</b>	

**Fax responses to (949) 715-3928 OR scan and email to: [kkehoe@earthlink.net](mailto:kkehoe@earthlink.net)**

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