



Sole Proprietor Micro Firm Profit-Loss

release date: June 2014

[238220] Plumbing, Heating, and Air-Conditioning Contractors

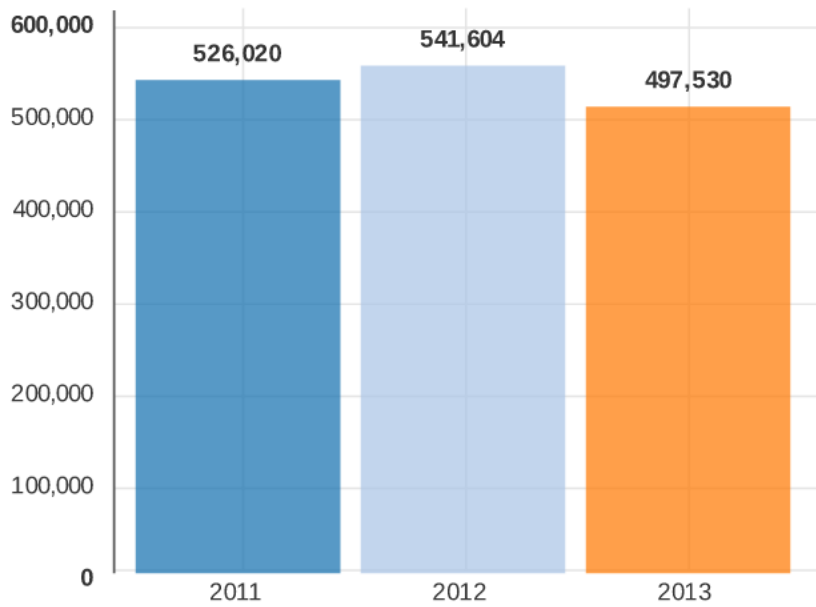
Sector: Construction

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Firms Analyzed	
2009	34,349
2010	35,050
2011	35,404
2012	30,093
2013	34,607

Average Annual Sales



Annual Average Revenue, Income & Expense (\$)					
	2009	2010	2011	2012	2013
Revenue	537,215	547,186	526,020	541,604	497,530
Inventory (% Revenue)	6,787	3,974	3,293	4,894	3,714
Cost of Sales	215,689	191,825	173,918	178,226	167,164
COS-Labor Portion	45,276	38,571	35,207	40,067	34,537
Gross Profit	321,525	355,360	352,102	363,378	330,366
Salary-Wages	26,695	21,442	21,094	21,894	19,776
Contract Labor-Commissions	40,561	32,735	32,252	36,771	32,949
Rent	6,795	6,929	7,364	7,511	6,734
Advertising	2,891	2,742	2,613	3,037	2,598
Benefits-Pension	1,085	850	1,025	1,335	981
Insurance (non-health)	10,098	10,750	10,557	10,427	9,643
Taxes Paid	5,420	5,285	5,396	5,171	4,912
Sales, General, Admin & Misc	108,442	106,195	97,291	106,659	97,732
EBITDA	119,539	168,431	174,509	170,573	155,041
Interest paid	2,449	3,372	1,892	2,772	2,347
Home Office Expense	3,109	3,730	3,279	3,152	3,086
Amortization & Depreciation	15,890	16,477	14,081	13,979	13,155
Total Expenses	223,434	210,508	196,845	212,708	193,913
Net Profit	98,091	144,852	155,257	150,671	136,452
Total Direct Labor & NP	210,623	237,601	243,811	249,403	223,714

Annual Average Revenue, Income & Expense (%)					
	2009	2010	2011	2012	2013
Revenue	100.00%	100.00%	100.00%	100.00%	100.00%
Inventory (% Revenue)	1.26%	0.73%	0.63%	0.90%	0.75%
Cost of Sales	40.15%	35.06%	33.06%	32.91%	33.60%
COS-Labor Portion	8.43%	7.05%	6.69%	7.40%	6.94%
Gross Profit	59.85%	64.94%	66.94%	67.09%	66.40%
Salary-Wages	4.97%	3.92%	4.01%	4.04%	3.97%
Contract Labor-Commissions	7.55%	5.98%	6.13%	6.79%	6.62%
Rent	1.26%	1.27%	1.40%	1.39%	1.35%
Advertising	0.54%	0.50%	0.50%	0.56%	0.52%
Benefits-Pension	0.20%	0.16%	0.19%	0.25%	0.20%
Insurance (non-health)	1.88%	1.96%	2.01%	1.93%	1.94%
Taxes Paid	1.01%	0.97%	1.03%	0.95%	0.99%
Sales, General, Admin & Misc	20.19%	19.41%	18.50%	19.69%	19.64%
EBITDA	22.25%	30.78%	33.18%	31.49%	31.16%
Interest paid	0.46%	0.62%	0.36%	0.51%	0.47%
Home Office Expense	0.58%	0.68%	0.62%	0.58%	0.62%
Amortization & Depreciation	2.96%	3.01%	2.68%	2.58%	2.64%
Total Expenses	41.60%	38.48%	37.43%	39.27%	38.96%
Net Profit	18.25%	26.46%	29.51%	27.82%	27.44%
Total Direct Labor & NP	39.20%	43.41%	46.34%	46.05%	44.98%

Inventory (% Revenue): The stockpile of unsold products. Unlike corporate reports which show inventory as a percent of total assets, the sole proprietorship financial format displays Inventory as a percent of Revenue.

Cost of Sales includes materials and labor involved in the direct delivery of a product or service. Other costs are included in the cost of sales to the extent that they are involved in bringing goods to their location and condition ready to be sold. Non-production overheads such as development costs may be attributable to the cost of goods sold. The costs of services provided will consist primarily of personnel directly engaged in providing the service, including supervisory personnel and attributable overhead.

COS-Labor Portion: This reporting format details labor from the materials and delivery portion of the total Cost of Sales.

Gross Profit represents direct operating expenses plus net profit. In addition to the labor portion of Cost of Sales, wage costs are reflected in the **Officers Compensation** and **Wages-Salary** line items. The **Contract Labor-Commissions** line item is reserved for non-employee labor, sales and related costs. In many cases, **SG&A (Sales, General and Administrative)** costs also include some overhead, administrative and supervisory wages.

The **Taxes** line item includes the employer portion of payroll tax on wages taken during the year as well as other paid-in tax items. Sole Proprietorships do not accrue federal business income taxes; Instead, **Net Profit** is assessed as owner's wages. As a result, the Net Profit line item represents what is commonly referred to as **Pre-tax Net Profit** or Net Profit Before Tax. Although it is a controversial measure, the **EBITDA** line item (Earnings before interest, taxes, depreciation and amortization) adds back **Interest Paid**, **Depreciation-Amortization** and **Home Office** expense to reduce the effect of "paper expenses" and accounting decisions on the bottom line of the Profit and Loss Statement. Since some firms utilized EBITDA is to "add back" non-cash and flexible expenses which may be altered through credits and accounting procedures (such as income tax), paid-in income taxes from the Taxes Paid line item are not added back in the EBITDA calculation.

Rent covers the rental cost of any business property, including land, buildings and equipment.

Insurance (non-health) costs include business liability and property insurance, but exclude employee health insurance, which is covered under the Benefits-Pension line item.

Advertising includes advertising, promotion and publicity for the reporting business, but not on behalf of others.

Benefits-Pension includes, but is not limited to, employee health care and retirement costs.

In addition to varying proportions of overhead, administrative and supervisory wages, some generally more minor expenses, including repairs and written-off debt, are aggregated under **SG&A** (Sales, General and Administrative).

The **Total Direct Labor & NP** line is developed to indicate overall labor costs, aggregating them as a percentage indicator for one-person sole proprietorships as well as larger operations. Total Direct Labor & NP sums the labor portion of Cost of Sales, Salary-Wages, Contract Labor-Commissions and Net Profit line items.

The **Time Series:** Financial reports all analyze calendar years as displayed. Our winter release reports display an additional, overlapped year running from the end of the second quarter of the prior year to the end of the second quarter of the release year.

The Sole Proprietor/Startup Profit & Loss series mirrors the more streamlined financial reports of many startup firms and sole proprietorships. Startups which are not structured as Sole Proprietorships, and SPs desiring a corporate-style balance sheet analysis, can utilize the small business and lower sales class versions of the Industrial Financial Profile series.

Dollar-based sales and other dollar-based data in this report reflect averages for sales of the industry segment, not total industry-wide averages. As a result, sales levels may vary from year to year, depending on the mix of firms that a relisted as startups (single site firms with one year or less of operation) or sole proprietorships. Because most startups are also sole proprietorships, the sole proprietor reporting format is used for our startup financial series as well. Dollar values may not sum due to rounding.

Annual Cash Flow (\$)					
	2009	2010	2011	2012	2013
Revenue	537,215	547,186	526,020	541,604	497,530
Cost of Sales	215,689	191,825	173,918	178,226	167,164
Gross Profit	321,525	355,360	352,102	363,378	330,366
All Direct Expenses	417,675	378,754	351,511	371,031	342,489
Net Cash	117,090	165,059	172,617	167,801	152,694
Net Cash & Labor	229,622	257,808	261,171	266,533	239,955
Annual Cash Flow (%)					
	2009	2010	2011	2012	2013
Net Cash/ Revenue	21.80%	30.17%	32.82%	30.98%	30.69%
Net Cash/ Cost of Sales	54.29%	86.05%	99.25%	94.15%	91.34%
Net Cash/ Gross Profit	36.42%	46.45%	49.02%	46.18%	46.22%
Net Cash/ All Direct Expenses	28.03%	43.58%	49.11%	45.23%	44.58%
Net Cash	100.00%	100.00%	100.00%	100.00%	100.00%
Net Cash/ Net Cash & Labor	50.99%	64.02%	66.09%	62.96%	63.63%

All Direct Expenses includes **Cost of Sales** plus **Total Expenses** from the P1 Income & Expense table, less largely non-cash **Amortization, Depreciation** and **Home Office** expenses. **Net Cash** adds back these non-cash expenses. This generally offers a more comprehensive picture of owner compensation, which will also vary with the actual proportion of owner labor.

Monthly Cash Flow tables on the following page are calculated on a **straight-line sales** basis. Different sales patterns alter monthly cash flow (but not annual totals).

Monthly Cash Flow Table: 2009

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Retained Cash	0	9,758	19,515	29,273	39,030	48,788	58,545	68,303	78,060	87,818	97,575	107,333
Income	44,768	44,768	44,768	44,768	44,768	44,768	44,768	44,768	44,768	44,768	44,768	44,768
Available Cash	44,768	54,525	64,283	74,040	83,798	93,555	103,313	113,071	122,828	132,586	142,343	152,101
Cost of Sales	17,974	17,974	17,974	17,974	17,974	17,974	17,974	17,974	17,974	17,974	17,974	17,974
Gross Profit	26,794	26,794	26,794	26,794	26,794	26,794	26,794	26,794	26,794	26,794	26,794	26,794
All Direct Exp.	35,010	35,010	35,010	35,010	35,010	35,010	35,010	35,010	35,010	35,010	35,010	35,010
Net Cash	9,758	19,515	29,273	39,030	48,788	58,545	68,303	78,060	87,818	97,575	107,333	117,090
Net Cash & Labor	19,135	38,270	57,405	76,541	95,676	114,811	133,946	153,081	172,216	191,351	210,487	229,622

Monthly Cash Flow Table: 2010

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Retained Cash	0	13,755	27,510	41,265	55,020	68,775	82,530	96,285	110,040	123,794	137,549	151,304
Income	45,599	45,599	45,599	45,599	45,599	45,599	45,599	45,599	45,599	45,599	45,599	45,599
Available Cash	45,599	59,354	73,109	86,864	100,619	114,374	128,128	141,883	155,638	169,393	183,148	196,903
Cost of Sales	15,985	15,985	15,985	15,985	15,985	15,985	15,985	15,985	15,985	15,985	15,985	15,985
Gross Profit	29,613	29,613	29,613	29,613	29,613	29,613	29,613	29,613	29,613	29,613	29,613	29,613
All Direct Exp.	31,844	31,844	31,844	31,844	31,844	31,844	31,844	31,844	31,844	31,844	31,844	31,844
Net Cash	13,755	27,510	41,265	55,020	68,775	82,530	96,285	110,040	123,794	137,549	151,304	165,059
Net Cash & Labor	21,484	42,968	64,452	85,936	107,420	128,904	150,388	171,872	193,356	214,840	236,324	257,808

Monthly Cash Flow Table: 2011

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Retained Cash	0	14,385	28,769	43,154	57,539	71,924	86,308	100,693	115,078	129,463	143,847	158,232
Income	43,835	43,835	43,835	43,835	43,835	43,835	43,835	43,835	43,835	43,835	43,835	43,835
Available Cash	43,835	58,220	72,605	86,989	101,374	115,759	130,143	144,528	158,913	173,298	187,682	202,067
Cost of Sales	14,493	14,493	14,493	14,493	14,493	14,493	14,493	14,493	14,493	14,493	14,493	14,493
Gross Profit	29,342	29,342	29,342	29,342	29,342	29,342	29,342	29,342	29,342	29,342	29,342	29,342
All Direct Exp.	29,450	29,450	29,450	29,450	29,450	29,450	29,450	29,450	29,450	29,450	29,450	29,450
Net Cash	14,385	28,769	43,154	57,539	71,924	86,308	100,693	115,078	129,463	143,847	158,232	172,617
Net Cash & Labor	21,764	43,529	65,293	87,057	108,821	130,586	152,350	174,114	195,878	217,643	239,407	261,171

Monthly Cash Flow Table: 2012

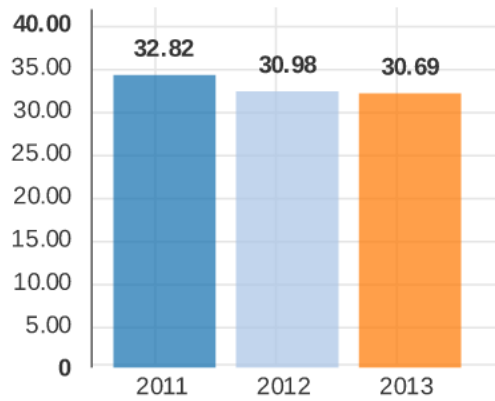
	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Retained Cash	0	13,983	27,967	41,950	55,934	69,917	83,901	97,884	111,867	125,851	139,834	153,818
Income	45,134	45,134	45,134	45,134	45,134	45,134	45,134	45,134	45,134	45,134	45,134	45,134
Available Cash	45,134	59,117	73,101	87,084	101,067	115,051	129,034	143,018	157,001	170,985	184,968	198,951
Cost of Sales	14,852	14,852	14,852	14,852	14,852	14,852	14,852	14,852	14,852	14,852	14,852	14,852
Gross Profit	30,282	30,282	30,282	30,282	30,282	30,282	30,282	30,282	30,282	30,282	30,282	30,282
All Direct Exp.	31,150	31,150	31,150	31,150	31,150	31,150	31,150	31,150	31,150	31,150	31,150	31,150
Net Cash	13,983	27,967	41,950	55,934	69,917	83,901	97,884	111,867	125,851	139,834	153,818	167,801
Net Cash & Labor	22,211	44,422	66,633	88,844	111,055	133,267	155,478	177,689	199,900	222,111	244,322	266,533

financial ratios: Cash Flow - Solvency					
	2009	2010	2011	2012	2013
Net Cash/ Revenue %	21.80	30.17	32.82	30.98	30.69
Net Cash Turnover (x)	4.59	3.32	3.05	3.23	3.26

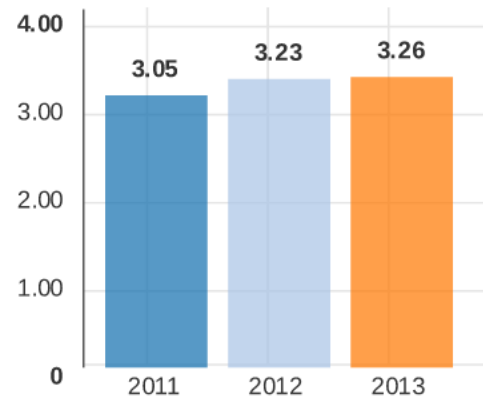
Net Cash: Revenue: (Retained Cash plus Net Profit) divided by Revenue. Adds back non-out of pocket items (e.g., depreciation, amortization, home office) which show as expenses but largely do not reduce liquid assets.

Net Cash Turnover: Revenue divided by Cash. Cash totals taken from the Cash Flow table less out of pocket expenses. Results too far from the benchmark may indicate overly conservative or aggressive liquidity policies.

Net Cash: Revenue



Net Cash Turnover

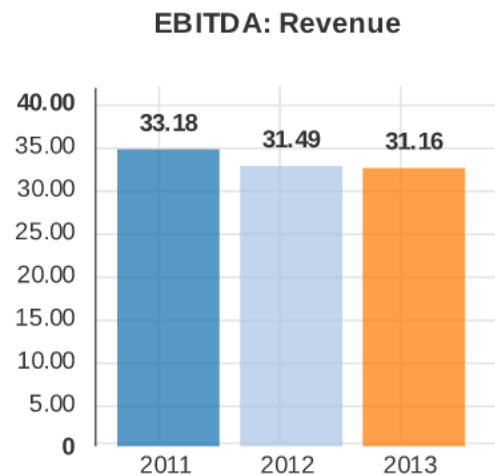
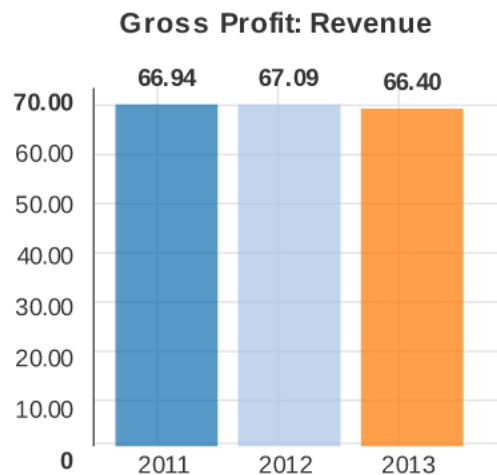


financial ratios: Profitability					
	2009	2010	2011	2012	2013
Gross Profit: Revenue	59.85	64.94	66.94	67.09	66.40
EBITDA: Revenue	22.25	30.78	33.18	31.49	31.16
Return on Revenue	18.26	26.47	29.52	27.82	27.43

Gross Profit: Revenue: Gross Profit: divided by Annual Revenue. This is the profit ratio before direct expenses. This ratio can indicate the "play" in other expenses which could be adjusted to increase the Net Profit margin.

EBITDA: Revenue: Earnings Before Interest, income taxes due, Depreciation and Amortization divided by Revenue. EBITDA: Revenue is a relatively controversial (and often criticized) metric designed to eliminate the effect of finance and accounting decisions when comparing companies and industry benchmarks. Tax credits and deferral procedures and non-cash expenditures (Amortization and Depreciation) are not deducted from the profit equation, as are interest expenditures. In the case of sole proprietor reporting formats, the "before tax" refers to owner federal income taxes resulting from Net Profit, rather than federal corporate income taxes.

Return on Revenue: Net Profit divided by Annual Net Revenue, indicating the level of profit from each dollar of Revenue. Income taxes attributable to the Net Profit portion of proprietor income have not been deducted from Net Profit. This ratio can be used as a predictor of the company's ability to withstand changes in prices or market conditions. The ratio is often higher for startups and sole proprietorships due to owner compensation draws accounted as net profit.



financial ratios: Efficiency					
	2009	2010	2011	2012	2013
Cost of Sales: Inventory (x)	31.78	48.27	52.82	36.42	45.01
Days Inventory	11.49	7.56	6.91	10.02	8.11
EBITDA: Interest	48.81	49.95	92.24	61.54	66.05
Inventory Turnover	79.15	137.68	159.74	110.66	133.96
Total Labor: Revenue	20.95	16.95	16.83	18.23	17.54

Cost of Sales: Inventory: Cost of Sales divided by Inventory. This ratio reflects the number of times inventory is turned over during the course of the year. High levels can mean good liquidity or sales, or shortages requiring better management. Low levels may indicate poor cash flow or overstocking.

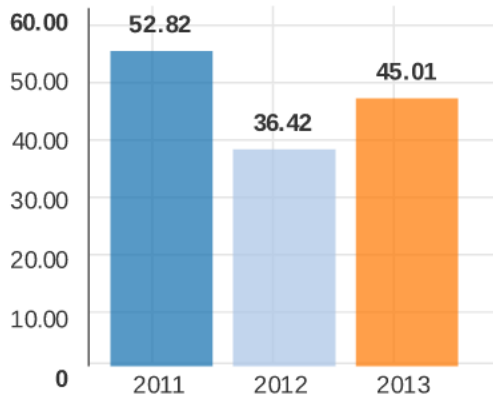
Days Inventory: 365 divided by (Cost of Sales: Inventory): Shows the average number of days of items in inventory. Positive inventory balance will align most closely with industry benchmarks.

EBITDA: Interest: Earnings before Interest, income tax due, Depreciation and Amortization divided by Interest expense. This ratio assesses financial stability by examining whether a company is at least profitable enough to pay interest expense. A ratio >1.00 indicates it is. See cautions in the listing for EBITDA.

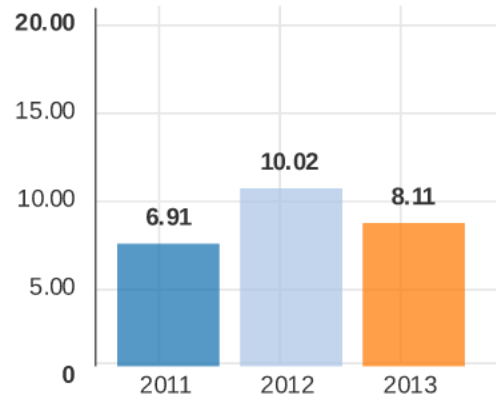
Inventory Turnover: Revenue divided by Inventory. Target at or slightly above industry level. This ratio indicates how quickly inventory turns over. Ratios below the industry norm suggest high levels of inventory. High ratios could indicate product levels insufficient to satisfy demand in a timely manner.

Total Labor: Revenue: All direct compensation costs as a percentage of sales, including the labor cost portion of cost of sales, salary & wages, contract labor and commissions. Net Profit is also included for sole proprietorship and most startup operations because it is considered owner compensation.

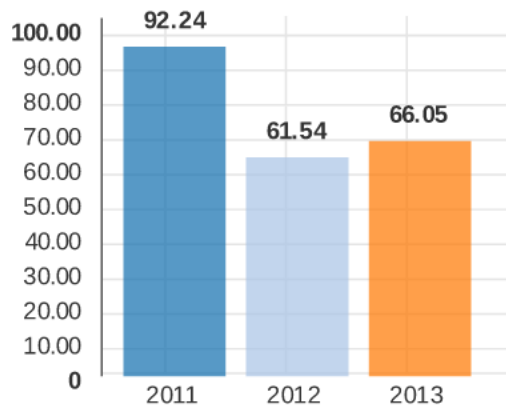
Cost of sales: Inventory



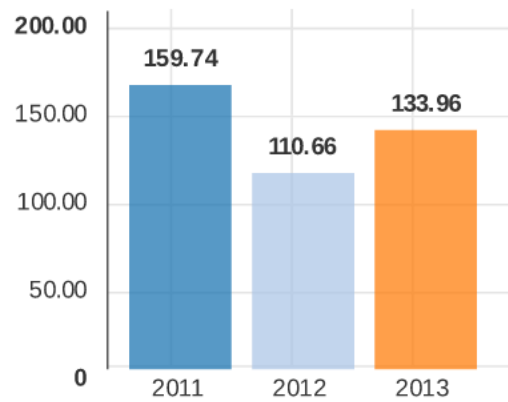
Days Inventory



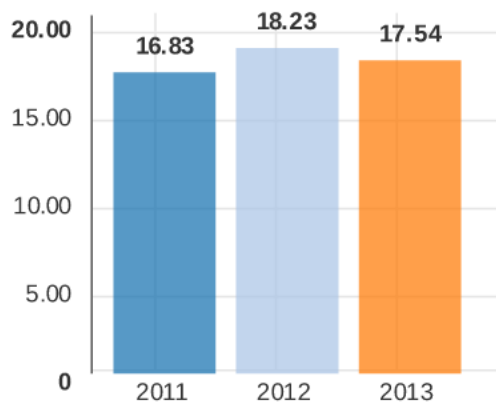
EBITDA: Interest



Inventory Turnover



Total Labor: Revenue



About the Data

Raw data analyzed for BizMiner reports is sourced from an array of the nation's government and private statistical sources. None of these raw data sources creates the final measures reflected in BizMiner industry profiles. In total, BizMiner accesses over a billion sourced data points from 15 million business operations for each of its twice annual updates covering a 3-5 year time series. Historical data and BizMiner algorithms are used to inform and test projections for non-reporting firms. Data elements are sourced specifically from:

- IRS SOI Corporation Income Tax>Returns
- IRS SOI Corporation Tax Book
- IRS SOI 1040 Schedule C Income Tax Returns
- IRS SOI Statistics of Income
- Individual Tax Statistics
- US Economic Census of Manufactures
- US Census Economy Overview
- US Census Annual Survey of Manufactures
- US Census Annual Retail Trade Survey
- US Census Annual Wholesale Trade Survey
- US Census Quarterly Financial Reports
- US Census County Business Patterns
- Bureau of Labor Statistics Monthly Employment Reports
- Bureau of Labor Statistics Monthly Unemployment Reports
- US Census Wholesale Trade Report
- US Census Quarterly (New Housing) Sales by Price and Financing
- US Census Total Construction Spending
- US Census Retail Trade Report
- US Census Quarterly Services Survey
- Commercial Real Estate Survey
- Credit Reporting Agencies
- InfoGroup, Inc.
- Business Directories

While 100% firm coverage is desirable for analysis purposes, the greatest value of BizMiner reports rests in discerning patterns of activity, which are reflected in the large samples used to develop our reports. The overall current coverage of the databases surpasses 13 million active business operations at any point in time.

As is the case with any databases this large, some errors are inevitable. Some firms are missed and specific information on others is lacking from the database. Not all information received is uniform or complete, resulting in the need to develop projection algorithms for specific industry segments and metrics in some report series. No representation is made as to the accuracy of the databases utilized or the results of subsequent analyses. Neither the Brandow Company nor its resellers has undertaken independent primary research to confirm the accuracy of the data utilized in the Profile analyses. Neither the Brandow Company nor its resellers are responsible for conclusions drawn or decisions made based upon this data or analysis. In no event will the Brandow Company or its resellers be liable for any damages, direct, indirect, incidental or consequential resulting from the use of the information contained in BizMiner reports.