



2017 Profit Planning

Fiscal 2016

Deadline
June 30, 2017

Your data will be treated confidentially by Profit Planning Group.

No one other than the staff of Profit Planning Group will have access to individual firm data. Data presented in reports will be aggregated in a way that prevents identification of any individual firm. All survey forms are destroyed after processing.

- Email the completed survey **surveys@profitplanninggroup.com** or FAX to 303.444.9245 or mail to Profit Planning Group, 4800 Baseline Rd. Suite E104-251, Boulder, CO 80303
- **Report the most recently completed fiscal year.** A full 12 months of data are required but it may be unaudited.
- Optionally, **submit your balance sheet and income statement** instead of answering those questions.
- **Reasonable estimates are better than blank answers.**
- Send questions to **surveys@profitplanninggroup.com**.
- Your firm's **FREE Performance Analysis Report (PAR)** will be sent confidentially to the following individual. The PAR compares your firm with other participants, presents a customized action plan for improving your firm's profitability, and includes instructions for accessing Profit Toolkit, an Excel spreadsheet for financial planning. The report is emailed in a PDF file to the email address provided below.

Name/Title (only one) _____

Firm _____

Address _____

City, State, ZIP _____

Telephone (_____) _____ FAX (_____) _____

Email Address (only one) _____

Pressure washer brands sold? (check **all** that apply)

- | | | | |
|--------------------------------------|------------------------------------|----------------------------------|---------------------------------------|
| ☐ Aaladin | ☐ Epps | ☐ Karcher | ☐ PSC |
| ☐ Alkota | ☐ Farley | ☐ Landa | ☐ Pressure Pro |
| ☐ BE | ☐ Hotsy | ☐ Largo | ☐ RamTeq |
| ☐ Delco - FNA | ☐ Hydro Tek | ☐ Mi-T-M | ☐ Sioux |
| ☐ Other _____ | | | |

Does the firm private label their pressure washers? ☐ Yes ☐ No

Is the firm a CETA member? ☐ Yes ☐ No

Last month of the fiscal year being reported _____

Years in business _____

Product Sales (% of sales)

New Equipment

Pressure Washers (hot) %
Pressure Washers (cold)
Aqueous Based Cabinet Washers

Other Product Sales

Rebuilt Equipment and Machinery
Waste Water Treatments Systems.....
Detergents.....
Service Labor
Parts and Accessories

Warranty Sales

All Other Sales.....

Total Sales **100%**

Does the firm offer service maintenance agreements? ☐ Yes ☐ No

Percent of sales derived from manufacturing (enter zero for none)..... %

Percent of sales made using cash, check or COD (enter zero if you do not have cash sales) %

Net sales for the fiscal year **prior** to the year reported here (to calculate sales growth) \$

Number of active customers #

FTE Employees (Full-Time Equivalents)

Owners, Managers.....

Inside Service Technician

Outside Service Technician

Service Manager.....

Sales Manager

Inside Sales

Outside Sales

All Other Employees

Total FTE Employees.....

Vehicles

Service #

Sales

Management

Number of locations #

Percent of sales from company website %

Accounting system used (check one **only**)

☐ BusinessWorks ☐ QuickBooks ☐ Peachtree ☐ PeopleSoft ☐ MASS 90 ☐ TurningPoint ☐ Manual ☐ Other

All Owners' Compensation & Benefits..... \$

PLEASE DO NOT LEAVE THIS FIGURE BLANK. Estimate if necessary. Include owners' direct labor, salary, wages, bonus, commission, payroll tax, insurance, retirement, and payments made to or for owners for expenses unrelated to the firm such as loans, personal automobile, legal, travel, entertainment, and other amounts beyond normal operating expenses.

DO NOT INCLUDE PROFIT DISTRIBUTION (DIVIDENDS) OR DRAWS PAID TO OWNERS IN THIS FIGURE.



At this point you have two options:

1. Complete the balance sheet and income statement questions.

OR

2. Attach your latest full-year balance sheet & income statement.

Detailed financials are required so Profit Planning Group can complete your survey.

Balance Sheet (end of fiscal year)

Assets

Cash and Marketable Securities..... \$ _____

Net Accounts Receivable (trade) _____

Inventory

Machinery (new and rebuilt) \$ _____

Parts _____

Detergents _____

All Other _____

Total Inventory \$ _____

Other Current Assets _____

Total Current Assets \$ _____

Total Fixed & Noncurrent Assets (net of depreciation) _____

Total Assets \$ _____

Liabilities and Net Worth

Accounts Payable (trade) \$ _____

Notes Payable (due within one year) _____

Other Current Liabilities (including accruals) _____

Total Current Liabilities \$ _____

Long Term Liabilities _____

Loans from Stockholders _____

Net Worth or Owner Equity (Capital Stock, Paid-in Surplus/Accumulated Earnings) _____

Total Liabilities and Net Worth \$ _____

Income Statement (12 months of data)

Net Sales (less returns & allowances)	\$
Cost of Goods Sold	
Cost of Materials, Supplies & Equipment (include freight-in, less purchase discounts & rebates)	\$
Inside Service Technician (salaries & wages, exclude payroll taxes & benefits)	
Outside Service Technician (salaries & wages, exclude payroll taxes & benefits)	
All Other Cost of Goods Sold	
Total Cost of Goods Sold	\$
Gross Profit (Net Sales - Total COGS)	\$
Payroll Expenses	
Owners, Managers	\$
Service Managers	
Sales Managers	
Inside Sales	
Outside Sales	
All Other Employees	
Total Salaries, Wages, Commissions & Bonuses	\$
Payroll Taxes (FICA, workers' compensation & unemployment; all employees)	
Group Insurance (medical/hospitalization; all employees)	
Benefit Plans (include fringes, pension, profit sharing, etc.; all employees)	
Total Payroll Expenses	\$
Occupancy Expenses	
Utilities (heat, light, power, water)	\$
Telephone	
Building Repairs and Maintenance	
Rent or Real Estate Ownership (incl. rent, mortgage interest, bldg. depr., insurance, real estate taxes, etc.)	
Total Occupancy Expenses	\$
Vehicle Expenses	
Fuel and Oil	\$
Insurance	
Maintenance	
Depreciation	
Lease Costs	
Total Vehicle Expenses	\$
Other Operating Expenses	
Advertising and Promotion	\$
Insurance (business liability & casualty – exclude real estate or group)	
Depreciation (exclude building and vehicle)	
All Other Operating Expenses	
Total Other Operating Expenses	\$
Total Operating Expenses (Payroll+Occupancy+Vehicle+Other)	\$
Operating Profit (Loss) (Gross Profit - Total Operating Expenses)	\$
Other Income (cash discounts, interest income, etc., do NOT include rebates)	
Interest Expense (exclude mortgage interest)	
Other Non-Operating Expenses	
Profit Before Taxes	\$
Income Taxes (local, state, federal)	
Net Profit after Taxes	\$