

GETTING WHAT YOU WANT

Business Growth Calculator — Full Report

February 15, 2026
The Concrete Protector - I-BOS System

PRODUCT	SQ FT	CHARGE	CREW	EQUIPMENT	GP TARGET
Rustic Concrete Wood (Interior)	1,500	\$8.00/ft	3 techs	2047.4H	\$100,000

SHAREHOLDER'S VISION — ROI OF TIME, TALENT & TREASURE

\$70,857.68
\$5,905 / month

Working In The Business (Labor + Commission)	\$12,230.30
Working On The Business (Net Profit)	\$58,627.38
Total Owner Compensation	\$70,857.68

P&L SCORECARD — ANNUAL PROJECTION

Gross Sales (13 projects)	\$157,810
Cost of Goods (14.4%)	" \$ 22,685
Labor — 3 techs (14.3%)	" \$ 22,500
Operations (8.0%)	" \$ 12,625
Gross Profit (63.4%)	\$100,000
Marketing (10.0%)	" \$ 15,781
Business Expense (10.0%)	" \$ 15,781
Driving Labor (2.0 hrs/tech × 3)	" \$ 1,920
Sales Commission (5.0%)	" \$ 7,891
Net Profit (37.2%) — ENJOY & GROW FAST	\$58,627

PROJECT MODEL — RUSTIC CONCRETE WOOD (EXTERIOR) — 1,500 SQ FT

ITEM	PER SQ FT	TOTAL
Gross Sales: Charge to Customer	\$8.00	\$12,000.00
Cost of Goods	\$1.15	\$1,725.00
Labor (3 techs)	\$1.14	\$1,710.94
Operating Cost @ 8.0%	\$0.64	\$960.00
GROSS PROFIT	\$5.07	\$7,604.06
Job Gross Margin		63%

SALES FUNNEL

Gross Profit Target	\$100,000
Projects Needed (13/yr)	@ \$7,604.06/job GP
Quotes Needed (÷ 60.0%% close rate)	22
Leads Needed (÷ 30.0%% conversion)	74

WEEKLY & DAILY TARGETS

METRIC	PER WEEK	PER YEAR
Leads (Marketing)	1.8	74
Leads Per Day	0.4	TRACK DAILY
Quotes (Sales)	0.5	22
Contracts (Operations)	0.31	13

MARKETING METRICS

Marketing Budget (10.0% of Gross)	\$15,781.04
Cost Per Lead	\$213.26
Cost Per Quote	\$717.32
Customer Acquisition Cost	\$1,213.93

LEAD SOURCE MIX

SOURCE	%	LEADS/YEAR	LEADS/WEEK
Inbound Calls	25%	19	0.5
Website Forms	15%	11	0.3
Mailers	25%	19	0.5
Referrals	25%	19	0.5
Repeat	10%	7	0.2

LABOR & EQUIPMENT SUMMARY

Crew Size	3 techs
Equipment	2047.4H (500 sqft/hr)
Average Man Hour Rate	\$24.33
Labor \$/Sq Ft	\$1.14
Production Hours (576 base)	27.00 hrs
Driving Cost / Job	\$146.00
Total Labor + Drive (576 base)	\$803.00
CREW PAY RATES	
Tech 1	\$30.00/hr
Tech 2	\$25.00/hr
Tech 3	\$18.00/hr