

# GETTING WHAT YOU WANT

Business Growth Calculator — Full Report

February 20, 2026

The Concrete Protector · I-BOS System

PRODUCT	SQ FT	CHARGE	CREW	EQUIPMENT	GP TARGET
Graniflex Floor System	1,500	\$11.00/ft	3 techs	Leonidas 2795	\$300,000

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

**\$206,083.18**

\$17,174 / month

Working In The Business (Labor + Commission)	\$28,902.17
Working On The Business (Net Profit)	\$177,181.01
Total Owner Compensation	\$206,083.18

## P&L SCORECARD — ANNUAL PROJECTION

Gross Sales (29 projects)	\$475,909
Cost of Goods (23.9%)	" \$113,960
Labor — 3 techs (5.1%)	" \$24,106
Operations (8.0%)	" \$38,073
<b>Gross Profit (63.0%)</b>	<b>\$299,771</b>
Marketing (10.0%)	" \$47,591
Business Expense (10.0%)	" \$47,591
Driving Labor (2.0 hrs/tech × 3)	" \$3,612
Sales Commission (5.0%)	" \$23,795
<b>Net Profit (37.2%) — ENJOY &amp; GROW FAST</b>	<b>\$177,181</b>

## PROJECT MODEL — GRANIFLEX FLOOR SYSTEM — 1,500 SQ FT

ITEM	PER SQ FT	TOTAL
Gross Sales: Charge to Customer	\$11.00	\$16,500.00
Repair Charges		\$100.00
Cost of Goods	\$2.65	\$3,975.00
Labor (3 techs)	\$0.56	\$840.82
Operating Cost @ 8.0%	\$0.88	\$1,320.00
<b>GROSS PROFIT</b>	<b>\$6.98</b>	<b>\$10,464.18</b>
Job Gross Margin		63%

## SALES FUNNEL

Gross Profit Target	\$300,000
Projects Needed (29/yr)	@ \$10,464.18/job GP
Quotes Needed ( $\div$ 60.0% close rate)	48
Leads Needed ( $\div$ 30.0% conversion)	160

## WEEKLY & DAILY TARGETS

METRIC	PER WEEK	PER YEAR
Leads (Marketing)	3.8	160
Leads Per Day	0.8	TRACK DAILY
Quotes (Sales)	1.1	48
Contracts (Operations)	0.68	29

## MARKETING METRICS

Marketing Budget (10.0% of Gross)	\$47,590.93
Cost Per Lead	\$297.44
Cost Per Quote	\$991.48
<b>Customer Acquisition Cost</b>	<b>\$1,641.07</b>

## LEAD SOURCE MIX

SOURCE	%	LEADS/YEAR	LEADS/WEEK
Inbound Calls	25%	40	1.0
Website Forms	15%	24	0.6
Mailers	25%	40	1.0
Referrals	25%	40	1.0
Repeat	10%	16	0.4

## LABOR & EQUIPMENT SUMMARY

Crew Size	3 techs
Equipment	Leonidas 2795 (1,200 sqft/hr)
Average Man Hour Rate	\$21.00
Labor \$/Sq Ft	\$0.56
Production Hours (576 base)	15.38 hrs
Driving Cost / Job	\$126.00
<b>Total Labor + Drive (576 base)</b>	<b>\$448.88</b>

### CREW PAY RATES

Tech 1	\$25.00/hr
Tech 2	\$20.00/hr
Tech 3	\$18.00/hr