

# GETTING WHAT YOU WANT

Business Growth Calculator — Full Report

February 16, 2026

The Concrete Protector · I-BOS System

PRODUCT	SQ FT	CHARGE	CREW	EQUIPMENT	GP TARGET
Graniflex Floor Syste	576	\$8.00/ft	3 techs	Leonidas 2795	\$100,000

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

**\$63,985.80**

\$5,332 / month

Working In The Business (Labor + Commission)	\$18,866.20
Working On The Business (Net Profit)	\$45,119.59
Total Owner Compensation	\$63,985.80

## P&L SCORECARD — ANNUAL PROJECTION

Gross Sales (42 projects)	\$195,734
Cost of Goods (33.1%)	" \$ 64,837
Labor — 3 techs (7.8%)	" \$ 15,239
Operations (8.0%)	" \$ 15,659
<b>Gross Profit (51.1%)</b>	<b>\$100,000</b>
Marketing (10.0%)	" \$ 19,573
Business Expense (10.0%)	" \$ 19,573
Driving Labor (2.0 hrs/tech × 3)	" \$ 5,947
Sales Commission (5.0%)	" \$ 9,787
<b>Net Profit (23.1%) — ENJOY &amp; GROW FAST</b>	<b>\$45,120</b>

## PROJECT MODEL — GRANIFLEX FLOOR SYSTEM — 576 SQ FT

ITEM	PER SQ FT	TOTAL
Gross Sales: Charge to Customer	\$8.00	\$4,608.00
Cost of Goods	\$2.65	\$1,526.40
Labor (3 techs)	\$0.62	\$358.75
Operating Cost @ 8.0%	\$0.64	\$368.64
<b>GROSS PROFIT</b>	<b>\$4.09</b>	<b>\$2,354.21</b>
Job Gross Margin		51%

## SALES FUNNEL

Gross Profit Target	\$100,000
Projects Needed (42/yr)	@ \$2,354.21/job GP
Quotes Needed (÷ 60.0% close rate)	71
Leads Needed (÷ 30.0% conversion)	237

## WEEKLY & DAILY TARGETS

METRIC	PER WEEK	PER YEAR
Leads (Marketing)	5.6	237
Leads Per Day	1.1	TRACK DAILY
Quotes (Sales)	1.7	71
Contracts (Operations)	1.01	42

## MARKETING METRICS

Marketing Budget (10.0% of Gross)	\$19,573.45
Cost Per Lead	\$82.59
Cost Per Quote	\$275.68
Customer Acquisition Cost	\$466.03

## LEAD SOURCE MIX

SOURCE	%	LEADS/YEAR	LEADS/WEEK
Inbound Calls	25%	59	1.4
Website Forms	15%	36	0.9
Mailers	25%	59	1.4
Referrals	25%	59	1.4
Repeat	10%	24	0.6

## LABOR & EQUIPMENT SUMMARY

Crew Size	3 techs
Equipment	Leonidas 2795 (1,200 sqft/hr)
Average Man Hour Rate	\$23.33
Labor \$/Sq Ft	\$0.62
Production Hours (576 base)	15.38 hrs
Driving Cost / Job	\$140.00
<b>Total Labor + Drive (576 base)</b>	<b>\$498.75</b>

### CREW PAY RATES

Tech 1	\$30.00/hr
Tech 2	\$25.00/hr
Tech 3	\$15.00/hr