

GETTING WHAT YOU WANT

Business Growth Calculator — Full Report

February 19, 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	\$100,000

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

\$68,870.84

\$5,739 / month

Working In The Business (Labor + Commission)	\$9,597.33
Working On The Business (Net Profit)	\$59,273.51
Total Owner Compensation	\$68,870.84

P&L SCORECARD — ANNUAL PROJECTION

Gross Sales (10 projects)	\$158,032
Cost of Goods (23.9%)	" \$ 37,842
Labor — 3 techs (4.8%)	" \$ 7,623
Operations (8.0%)	" \$ 12,643
Gross Profit (63.2%)	\$99,924
Marketing (10.0%)	" \$ 15,803
Business Expense (10.0%)	" \$ 15,803
Driving Labor (2.0 hrs/tech × 3)	" \$ 1,142
Sales Commission (5.0%)	" \$ 7,902
Net Profit (37.5%) — ENJOY & GROW FAST	\$59,274

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)	\$0.53	\$800.78
Operating Cost @ 8.0%	\$0.88	\$1,320.00
GROSS PROFIT	\$7.00	\$10,504.22
Job Gross Margin		63%

SALES FUNNEL

Gross Profit Target	\$100,000
Projects Needed (10/yr)	@ \$10,504.22/job GP
Quotes Needed (÷ 60.0%% close rate)	16
Leads Needed (÷ 30.0%% conversion)	54

WEEKLY & DAILY TARGETS

METRIC	PER WEEK	PER YEAR
Leads (Marketing)	1.3	54
Leads Per Day	0.3	TRACK DAILY
Quotes (Sales)	0.4	16
Contracts (Operations)	0.23	10

MARKETING METRICS

Marketing Budget (10.0% of Gross)	\$15,803.17
Cost Per Lead	\$292.65
Cost Per Quote	\$987.70
Customer Acquisition Cost	\$1,580.32

LEAD SOURCE MIX

SOURCE	%	LEADS/YEAR	LEADS/WEEK
Inbound Calls	25%	14	0.3
Website Forms	15%	8	0.2
Mailers	25%	14	0.3
Referrals	25%	14	0.3
Repeat	10%	5	0.1

LABOR & EQUIPMENT SUMMARY

Crew Size	3 techs
Equipment	Leonidas 2795 (1,200 sqft/hr)
Average Man Hour Rate	\$20.00
Labor \$/Sq Ft	\$0.53
Production Hours (576 base)	15.38 hrs
Driving Cost / Job	\$120.00
Total Labor + Drive (576 base)	\$427.50
CREW PAY RATES	
Tech 1	\$25.00/hr
Tech 2	\$20.00/hr
Tech 3	\$15.00/hr