

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 System	576	\$8.00/ft	3 techs	2047.4H	\$100,000

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

\$63,621.34

\$5,302 / month

Working In The Business (Labor + Commission)	\$20,677.29
Working On The Business (Net Profit)	\$42,944.05
Total Owner Compensation	\$63,621.34

P&L SCORECARD — ANNUAL PROJECTION

Gross Sales (44 projects)	\$202,553
Cost of Goods (33.1%)	" \$ 67,096
Labor — 3 techs (9.5%)	" \$ 19,253
Operations (8.0%)	" \$ 16,204
Gross Profit (49.4%)	\$100,000
Marketing (10.0%)	" \$ 20,255
Business Expense (10.0%)	" \$ 20,255
Driving Labor (2.0 hrs/tech × 3)	" \$ 6,418
Sales Commission (5.0%)	" \$ 10,128
Net Profit (21.2%) — ENJOY & GROW FAST	\$42,944

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)	\$0.76	\$438.00
Operating Cost @ 8.0%	\$0.64	\$368.64
GROSS PROFIT	\$3.95	\$2,274.96
Job Gross Margin		49%

SALES FUNNEL

Gross Profit Target	\$100,000
Projects Needed (44/yr)	@ \$2,274.96/job GP
Quotes Needed (÷ 60.0%% close rate)	74
Leads Needed (÷ 30.0%% conversion)	247

WEEKLY & DAILY TARGETS

METRIC	PER WEEK	PER YEAR
Leads (Marketing)	5.9	247
Leads Per Day	1.2	TRACK DAILY
Quotes (Sales)	1.8	74
Contracts (Operations)	1.05	44

MARKETING METRICS

Marketing Budget (10.0% of Gross)	\$20,255.30
Cost Per Lead	\$82.01
Cost Per Quote	\$273.72
Customer Acquisition Cost	\$460.35

LEAD SOURCE MIX

SOURCE	%	LEADS/YEAR	LEADS/WEEK
Inbound Calls	25%	62	1.5
Website Forms	15%	37	0.9
Mailers	25%	62	1.5
Referrals	25%	62	1.5
Repeat	10%	25	0.6

LABOR & EQUIPMENT SUMMARY

Crew Size	3 techs
Equipment	2047.4H (500 sqft/hr)
Average Man Hour Rate	\$24.33
Labor \$/Sq Ft	\$0.76
Production Hours (576 base)	18.00 hrs
Driving Cost / Job	\$146.00
Total Labor + Drive (576 base)	\$584.00
CREW PAY RATES	
Tech 1	\$30.00/hr
Tech 2	\$25.00/hr
Tech 3	\$18.00/hr