

GETTING WHAT YOU WANT

February 19, 2026

Business Growth Calculator — Full Report

The Concrete Protector · I-BOS System

PRODUCT	SQ FT	CHARGE	CREW	EQUIPMENT	GP TARGET
Graniflex Floor System	1,500	\$10.00/ft	3 techs	Leonidas 2795	\$500,000

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

\$311,789.35

\$25,982 / month

Working In The Business (Labor + Commission)	\$65,041.08
Working On The Business (Net Profit)	\$246,748.27
Total Owner Compensation	\$311,789.35

P&L SCORECARD — ANNUAL PROJECTION

Gross Sales (63 projects)	\$942,624
Cost of Goods (26.5%)	" \$ 2 4 9 , 7 9 5
Labor — 3 techs (12.5%)	" \$ 1 1 7 , 4 1 9
Operations (8.0%)	" \$ 7 5 , 4 1 0
Gross Profit (53.0%)	\$500,000
Marketing (10.0%)	" \$ 9 4 , 2 6 2
Business Expense (10.0%)	" \$ 9 4 , 2 6 2
Driving Labor (2.0 hrs/tech × 3)	" \$ 1 7 , 5 9 6
Sales Commission (5.0%)	" \$ 4 7 , 1 3 1
Net Profit (26.2%) — ENJOY & GROW FAST	\$246,748

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

ITEM	PER SQ FT	TOTAL
Gross Sales: Charge to Customer	\$10.00	\$15,000.00
Cost of Goods	\$2.65	\$3,975.00
Labor (3 techs)	\$1.25	\$1,868.49
Operating Cost @ 8.0%	\$0.80	\$1,200.00
GROSS PROFIT	\$5.30	\$7,956.51
Job Gross Margin		53%

SALES FUNNEL

Gross Profit Target	\$500,000
Projects Needed (63/yr)	@ \$7,956.51/job GP
Quotes Needed (÷ 60.0% close rate)	105
Leads Needed (÷ 30.0% conversion)	350

WEEKLY & DAILY TARGETS

METRIC	PER WEEK	PER YEAR
Leads (Marketing)	8.3	350
Leads Per Day	1.7	TRACK DAILY
Quotes (Sales)	2.5	105
Contracts (Operations)	1.50	63

MARKETING METRICS

Marketing Budget (10.0% of Gross)	\$94,262.43
Cost Per Lead	\$269.32
Cost Per Quote	\$897.74
Customer Acquisition Cost	\$1,496.23

LEAD SOURCE MIX

SOURCE	%	LEADS/YEAR	LEADS/WEEK
Inbound Calls	25%	88	2.1
Website Forms	15%	53	1.3
Mailers	25%	88	2.1
Referrals	25%	88	2.1
Repeat	10%	35	0.8

LABOR & EQUIPMENT SUMMARY

Crew Size	3 techs
Equipment	Leonidas 2795 (1,200 sqft/hr)
Average Man Hour Rate	\$46.67
Labor \$/Sq Ft	\$1.25
Production Hours (576 base)	15.38 hrs
Driving Cost / Job	\$280.00
Total Labor + Drive (576 base)	\$997.50

CREW PAY RATES

Tech 1	\$40.00/hr
Tech 2	\$70.00/hr
Tech 3	\$30.00/hr