

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%)	" \$ 1 1 3 , 9 6 0
Labor — 3 techs (5.1%)	" \$ 2 4 , 1 0 6
Operations (8.0%)	" \$ 3 8 , 0 7 3
Gross Profit (63.0%)	\$299,771
Marketing (10.0%)	" \$ 4 7 , 5 9 1
Business Expense (10.0%)	" \$ 4 7 , 5 9 1
Driving Labor (2.0 hrs/tech × 3)	" \$ 3 , 6 1 2
Sales Commission (5.0%)	" \$ 2 3 , 7 9 5
Net Profit (37.2%) — ENJOY & GROW FAST	\$177,181

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
GROSS PROFIT	\$6.98	\$10,464.18
Job Gross Margin		63%

SALES FUNNEL

Gross Profit Target	\$300,000
Projects Needed (29/yr)	@ \$10,464.18/job GP
Quotes Needed (÷ 60.0%% close rate)	48
Leads Needed (÷ 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
Customer Acquisition Cost	\$1,641.07

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
Total Labor + Drive (576 base)	\$448.88
CREW PAY RATES	
Tech 1	\$25.00/hr
Tech 2	\$20.00/hr
Tech 3	\$18.00/hr