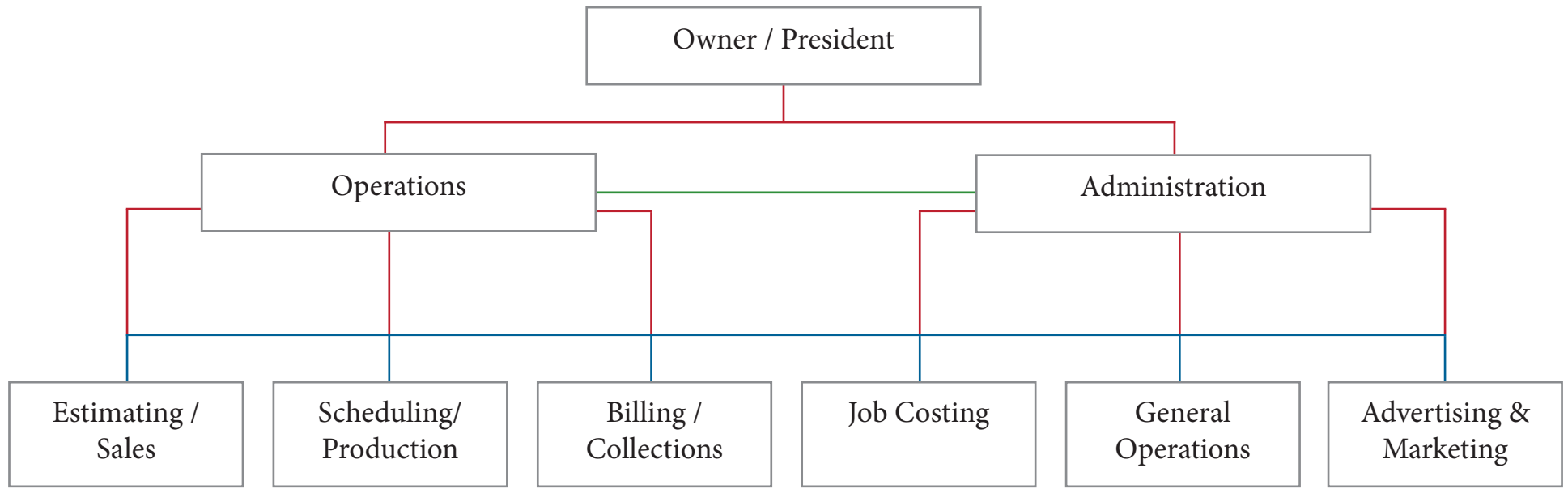


6 Areas of a Service-Based Business



Key Metrics

Advertising & Marketing - Target Leads vs. Actual Leads

Estimating & Sales - Target Bids vs. Actual Bids - Target Sales vs. Actual Sales --> Close Ratio %

Scheduling & Production - Weeks Booked Out - Over/Under on Budget Hours - Change Order Hours - Callbacks - Customer Satisfaction

Billing & Collections - Target Revenue vs. Actual Revenue - Days Sales Outstanding

Job Costing - Overall Job Profitability - Accuracy of Paperwork

General Operations - Hiring - Training - Retention - Growth - Quarterly Goals