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PRIVATE online dashboards,  
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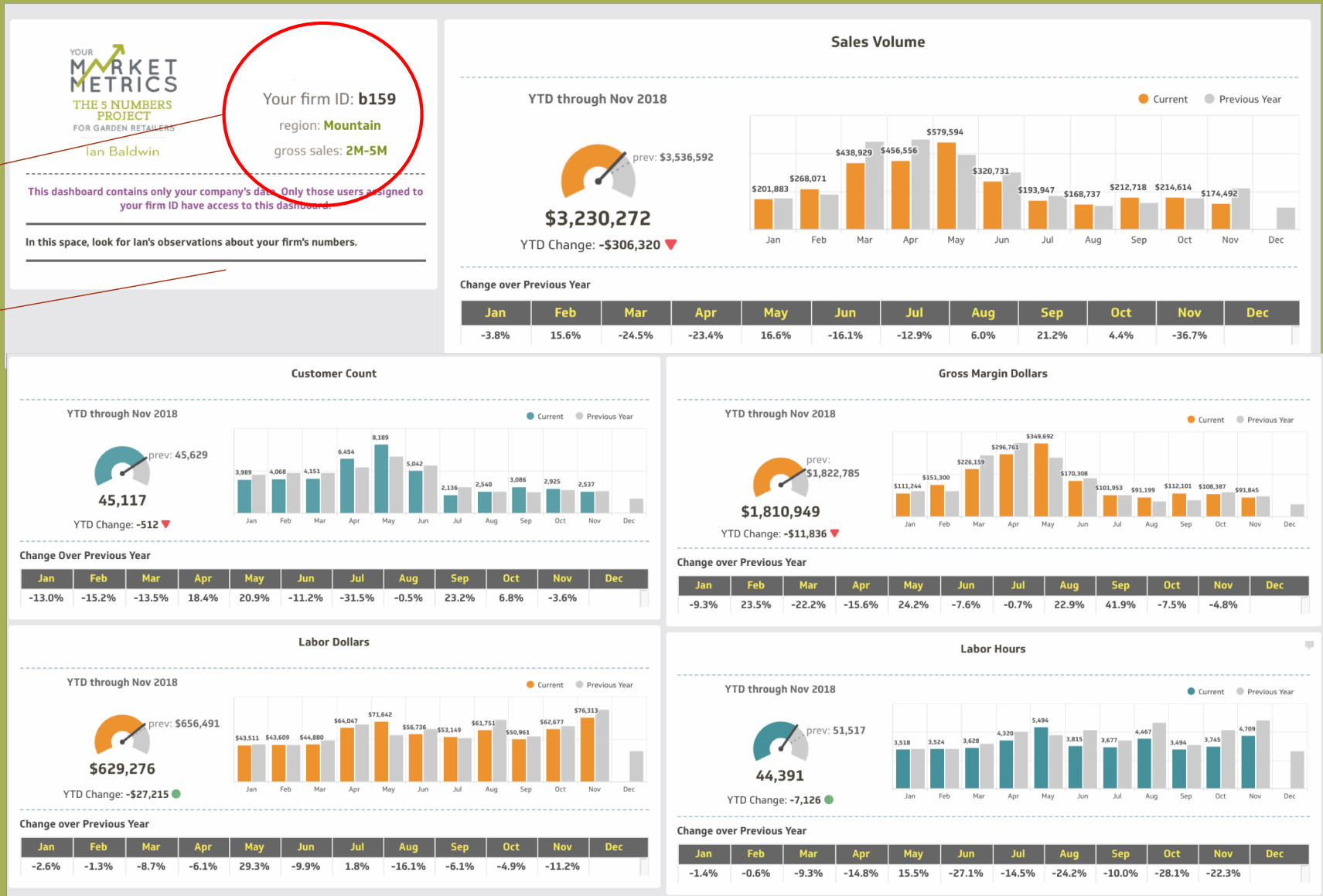
[www.yourmarketmetrics.com](http://www.yourmarketmetrics.com)

These are sample screenshots of your **PRIVATE** company boards – only you and your authorized team members will see these boards. These boards show the raw #s that you submit monthly, and compare to prior year, same month and Year to Date.

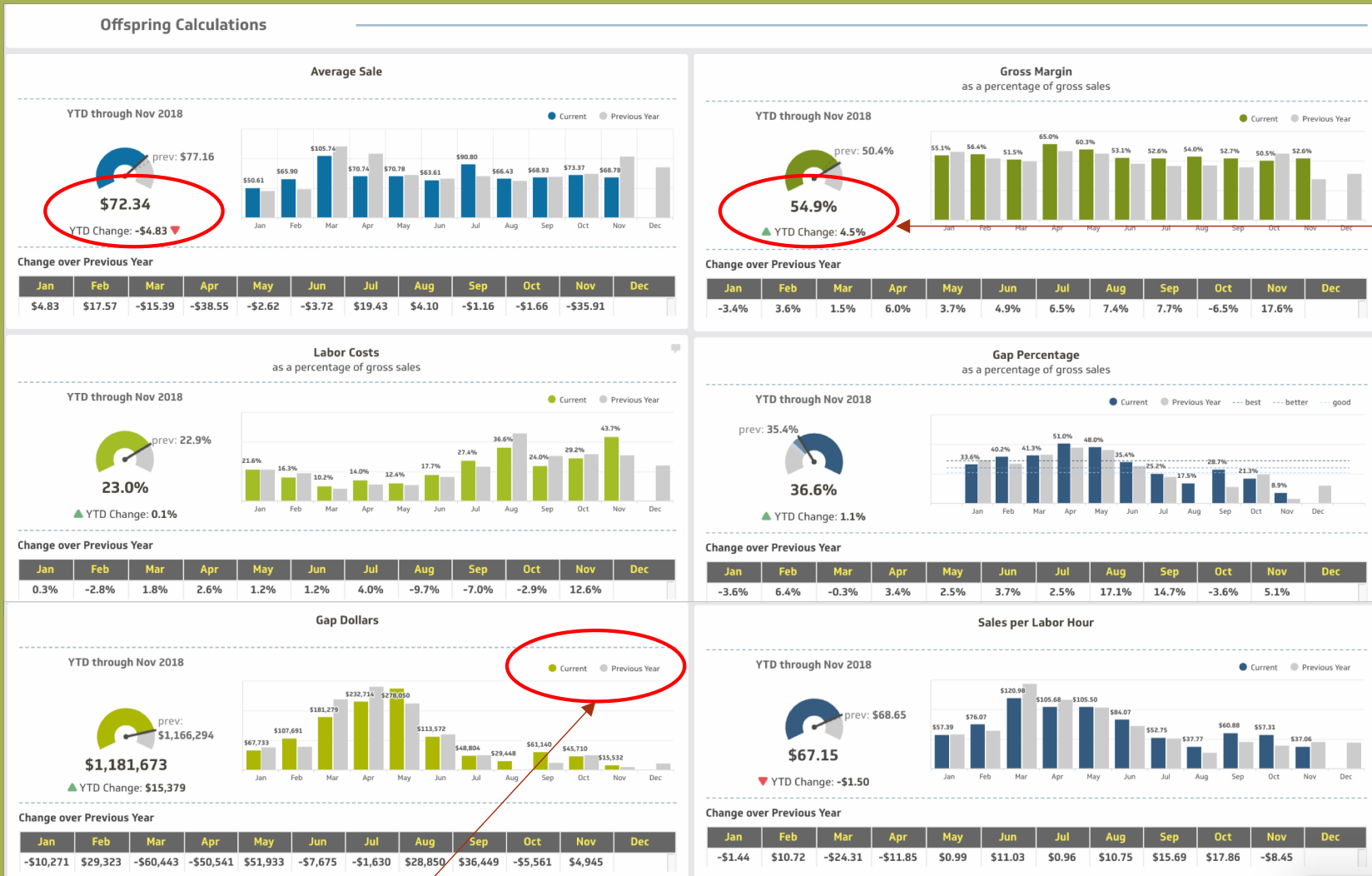
Once you log in, your FIRM ID# will be the only thing identifying your company in the system (no company name).

Here, Ian will insert personal comments about “things to watch” within your company’s specific results.

Each of the Five core numbers are shown, with prior year comparisons and YTD changes identified.



These are still your **private company boards**, showing the six “Offspring” calculations that result from the 5 Numbers. The bar charts show month-to-month comparisons with prior year, the speedometer shows Year to Date.



Easy icons tell you and your team at a glance where you are doing well ... and where you need to improve! This company has added margin percentage but average sale has dropped YTD ...

We will start by collecting one year of history to build your boards. You can toggle on and off which year(s) you want to see and the charts change dynamically.

Two COMPARISON boards (5#s and Offspring) show all participating firms and CHANGE (up or down) in each metric vs. same month last year & YTD vs. prior year.

With critical mass, we will be able to filter results by business SIZE range and geographic REGION, so you can more easily see people "like you" but still protect anonymity. More filters will be added in future as T5NP community grows!

Only two metrics are showing raw numbers on the comparison boards: Average Sale and Sales/Labor Hour – these metrics do not allow you to “back into” the size of company submitting.

All the other numbers are representing percentage change – e.g., Firm f556 here is down 582% in GAP dollars vs. same month last year, but year to date is UP 27%...



Filter Firms By:

Filter:

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### Average Sale

*Ian says... gross sales divided by customer count, shown for current month and year-to-date.*

Firm	Nov-18	Nov-17	change	2018 to date	through Nov-17	change
f556	\$51.16	\$51.27		\$42.82	\$43.53	
b159	\$68.78	\$104.69		\$50.61	\$45.78	
g585	\$91.44	\$111.76		\$56.29	\$31.14	
w773	\$57.08	\$56.11		\$16.91	\$17.72	
f245	\$56.94	\$53.03		\$48.29	\$44.68	
<b>Average</b>	<b>\$65.08</b>	<b>\$75.37</b>	<b>-\$10.29 ▼</b>	<b>\$42.98</b>	<b>\$36.57</b>	<b>\$6.42 ▲</b>

### Gross Margin

*Ian says... gross margin as a percentage of gross sales, shown for current month and year-to-date.*

Firm	Nov-18	Nov-17	change	2018 to date	through Nov-17	change
f556	50.0%	34.6%		20.8%	43.8%	
b159	52.6%	35.0%		55.1%	58.5%	
g585	67.5%	65.4%		48.8%	44.5%	
w773	69.2%	48.0%		55.8%	88.2%	
f245	38.1%	66.6%		52.5%	50.0%	
<b>Average</b>	<b>55.5%</b>	<b>49.9%</b>	<b>5.6% ▲</b>	<b>46.6%</b>	<b>57.0%</b>	<b>-10.4% ▼</b>

### Labor Costs

*Ian says... labor costs as a percentage of gross sales, shown for current month and year-to-date.*

Firm	Nov-18	Nov-17	change	2018 to date	through Nov-17	change
f556	52.8%	55.9%		23.8%	29.9%	
b159	43.7%	31.2%		19.5%	18.8%	
g585	43.4%	40.0%		24.7%	24.7%	
w773	26.0%	28.7%		23.2%	23.8%	
f245	21.9%	23.1%		20.3%	24.2%	
<b>Average</b>	<b>37.6%</b>	<b>35.8%</b>	<b>1.8% ▲</b>	<b>22.3%</b>	<b>24.3%</b>	<b>-8.2% ▼</b>

### Gap Percentage

*Ian says... Gap dollars as a percentage of gross sales, shown for current month and year-to-date.*

Firm	Nov-18	Nov-17	change	2018 to date	through Nov-17	change
f556	-2.8%	-21.4%		-64.4%	-78.7%	
b159	8.9%	3.8%		33.6%	37.2%	
g585	24.1%	25.4%		-233.9%	-102.8%	
w773	43.2%	19.3%		30.4%	52.1%	
f245	16.2%	43.5%		36.5%	25.9%	
<b>Average</b>	<b>17.9%</b>	<b>14.1%</b>	<b>3.8% ▲</b>	<b>-39.6%</b>	<b>-13.3%</b>	<b>-26.3% ▼</b>

### Gap Dollars

*Ian says... gap dollars represented as a percent growth over the previous period's gap dollars.*

Firm	Nov-18	2018 to date	change
f556	-582.4%	27.6%	
b159	31.8%	-0.6%	
g585	-16.0%	0.2%	
w773	53.6%	-9.3%	
f245	-122.3%	-18.0%	
<b>Average</b>	<b>-127.1%</b>	<b>-0.0%</b>	

### Sales per Labor Hour

*Ian says... gross sales per labor hour, shown for the current month and year-to-date.*

Firm	Nov-18	Nov-17	change	2018 to date	2017 to date	change
f556	\$36.09	\$35.43		\$74.97	\$66.92	
b159	\$37.06	\$45.51		\$72.77	\$67.15	
g585	\$46.24	\$47.16		\$81.61	\$64.92	
w773	\$72.85	\$71.59		\$44.80	\$46.08	
f245	\$70.76	\$62.29		\$67.98	\$61.00	
<b>Average</b>	<b>\$52.60</b>	<b>\$52.40</b>	<b>\$0.20 ▲</b>	<b>\$68.43</b>	<b>\$61.21</b>	<b>\$7.21 ▲</b>

All of these charts can be re-sorted by clicking the column headers.

So you will see industry AVERAGES for all participants on these boards and general “up and down” trends for each metric, so you can see if you are doing “better than average”