



CONTRACTOR PROFIT LEAKAGE AUDIT

SELF-DIAGNOSIS

Contractors: You can't grow if you're a bottleneck. Whether you want to increase profits, prepare your business to sell, or just get your time back, you need to stop working **in** your business and start working **on** it.

If you feel like the long hours you're putting into your business aren't paying off, and you aren't turning the profits you think you should, use this self-diagnostic checklist. Completing it will help you identify where your business is losing revenue and show you exactly how much money you're leaving on the table.

PART 1: ARE YOU THE BOTTLENECK?

Growth stalls when operations are disorderly. Do you currently face any of these bottlenecks?



THE "ADMIN ACALANCHE"

Are you or your top-performing salespeople spending valuable time on admin work? Do you spend more time on paperwork than strategic planning?

YES

NO

☐☐

SLOPPY SALES-TO-OPS HANDOFFS

Has a disconnect between sales and production negatively impacted your business? Do dropped details and inconsistencies frustrate customers and delay builds?

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THE "REVOLVING DOOR" TRAP

Do you routinely promote high performing office workers and fire under performers? Do you waste time recruiting, hiring, and training new employees every few months?

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SEASONAL SCALABILITY CHALLENGES

Can your back-office staff handle influxes of new leads during busy seasons, or does your business crack under the pressure of seasonal spikes?

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PART 2: CALCULATE YOUR LOST REVENUE

If you answered yes to any of the questions above, your business is leaking profit. Quantify exactly how much by doing the math below.

1 SPEED-TO-LEAD RESPONSE TIME

Are all new inbound leads responded to in under 1 minute? Look at your numbers. How many leads did you get? How many leads actually booked an appointment?

DO THE MATH

(Extra appointments you could have booked by answering instantly) X 30% close rate X (average ticket price) = \$ _____ **in missed monthly revenue**

2 FAST PROPOSAL DELIVERY

Customers expect rapid service. Are your salespeople slow to create and send estimates? Do those estimates include "Good, Better, Best" options or do you only pitch one price?

DO THE MATH

(Extra appointments a rep could book if they didn't need to create estimates) X 30% close rate X (average ticket price) = \$ _____ **in additional sales per week, per rep**

3 THE "MYSTERY PIPELINE" & ESTIMATE REHASH

Is your CRM a mess? You likely have an iceberg of value sitting below the surface. Do you have a dedicated system to follow up on old estimates and leads that have gone cold?

DO THE MATH

(Total dead estimates and cold leads in your CRM) X 30% conversion X (average ticket price) = \$ _____ **in untapped pipeline revenue**

4 LOCAL & ORGANIC LEADS

Your ideal customers are on Nextdoor and local Facebook groups asking their neighbors for referrals. If you rely on paid ads and aren't engaging with these groups, you're missing out.

DO THE MATH

(2 missed local, organic jobs per month) X (average ticket price) = \$ _____ **in missed high-margin, zero-acquisition-cost revenue**





5

FUTURE PIPELINE

Do you always hunt for new leads? Or do you also farm your past customers? When your team is on-site, do they identify other future projects and tag them in your CRM? Do you have a system to reach out to past customers for annual maintenance?

DO THE MATH

(Total past customers) X 5% in need to secondary services X (average ticket price) =
\$ _____ **in missed future business**

6

REFERRAL & REVIEW ENGINE

Do you have a strict, automated process to request neighborhood referrals or send thank you gifts at the end of every successful job? Doing so consistently should easily result in a 10% referral rate, which dramatically lowers your customer acquisition costs.

DO THE MATH

(Total completed jobs annually) X 10% referral rate X (average ticket price) =
\$ _____ **in lost high-margin referral revenue**

7

ACCOUNTS RECEIVABLE & CASH FLOW

Are you tired of customers treating you like you're their bank? Do you have a disciplined collections cadence to clear punch lists quickly, coordinate with mortgage companies, get checks released, and close jobs out in days?

DO THE MATH

(Add up every unpaid invoice over 30 days old. \$ _____ **is currently trapped in AR**

STOP PROFIT LEAKAGE. RECLAIM YOUR TIME.

If you're leaving tens of thousands of dollars+ on the table, it's a clear sign you need dedicated administrative support.

SMA Support provides contractors with dedicated, trained virtual assistants (VAs) who deliver front- and back-office support at a fraction of the cost of a full-time hire. Unlike call centers (that only answer the phones) or freelancers (who can be unreliable), VAs own the entire admin seat, and will help you win more jobs, get paid faster, and free up your time.

Ready to plug the leaks in your business? Contact SMA Support to schedule a profit leakage audit.

SCHEDULE AN AUDIT

