Financial Benchmarking Key Metric Calculation Guide

Learn how we can help you.

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Calculation Mechanics for Key Metrics

Gross Margin Prods and Services = Revenue – Product COGS*

$13,806 = $45,115 - $31,309

** Gross Margin Prods & Services does not consider Service COGS, which is why Solomon Coyle recommends dealers focus instead on Installed Margin*

Installed Margin = Revenue – (Product COGS + Service COGS)

$6,983 = $45,115 – ($31,309 + $6,823)

SG&A (Core Expense) = Sales Expense + G&A Operating Expense

$7,754 = $4,635 + $3,118

Net Margin Cont After Sales Exp = Installed Margin – Sales Expense

$2,348 = $6,983 - $4,635

Operating Profit (Loss) = Installed Margin – SG&A (Core Expense)

($770) = $6,983 - $7,745

Year:	2023	
Report Group:	SC00003	
Metric Slice Type:	N/A	
Metric Slice Selection:	N/A	
Statistical Slice:	N/A	
Dealer Count:	1 dealer	
FINANCIAL SUMMARY (000)		
⊟ REVENUE	$45,115	$45,115
⊞ Product Revenue	$36,751	81.46%
⊞ Service Revenue	$8,364	18.54%
⊟ GROSS MARGIN PRODUCTS & SERVICES	$13,806	30.60%
⊞ Product COGS	$31,309	69.40%
Gross Product Margin Dollars	$5,442	12.06%
⊟ SERVICE COGS	$6,823	15.12%
⊞ WD&I COGS	$6,299	13.96%
Adjusted Design COGS	$244	0.54%
Adjusted Project Mgmt COGS	$231	0.51%
⊞ Refurb/Reman COGS	$49	0.11%
INSTALLED MARGIN	$6,983	15.48%
⊟ SG&A (CORE EXPENSE)	$7,754	17.19%
⊟ Sales Expense	$4,635	10.27%
⊞ Selling Expense	$3,338	7.40%
⊞ Design Residual	$703	1.56%
⊞ Project Mgmt Residual	$594	1.32%
⊟ NET MARGIN CONTRIBUTION AFTER SALES EXP	$2,348	5.20%
⊟ G&A Operating Expense	$3,118	6.91%
⊞ Occupancy Expense	$729	1.62%
⊞ Office Expense	$422	0.93%
⊞ Admin Expense	$1,968	4.36%
OPERATING PROFIT (LOSS)	($770)	(1.71%)
⊟ TOTAL OTHER INCOME/EXPENSE	$428	0.95%
⊞ Other Income	$656	1.45%
⊞ Other Expense	$228	0.51%
NBIT	($342)	(0.76%)

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