



## **Association Benchmarking: Financial and Operational Study**

### **Organization 1**

Created on: **2/10/2020**

Data Year: **2019**

Filters Selected (if any):

## About this report...

Using the results of the Financial and Operations study, will help you assess the fiscal health and operational performance of your company. You will have the ability to compare your performance against others, assess your operational strengths and weaknesses and develop strategic initiatives for future planning.

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*The study had 50 questions across three main categories:*

*Profile: Company Overview*

*Operations: Finances and Staffing*

*Key Performance Indicators (KPIs)*

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**Numeric results:** are reported in percentiles- 25<sup>th</sup>, 50<sup>th</sup> (median) and 75<sup>th</sup>, also known as quartiles.

- **25<sup>th</sup> Percentile:** 25% of responses are below this number and 75% are greater.
- **50<sup>th</sup> Percentile (Median):** the exact midpoint where 50% of the responses are smaller and 50% are larger.
- **75<sup>th</sup> Percentile:** opposite of 25<sup>th</sup> percentile, so 25% of responses are greater and 75% are below this number.

**Average/Mean:** averages are not reported (also known as mean) as the impact of just a few large or small numbers can significantly skew the result.

All **multiple-choice** question comparisons are displayed the same, regardless of whether the question is a 'select one' or 'select many' style question. Each question lists all the answer options with the percentage of respondents who selected that option.

All results must meet data minimums. This is the minimum number of data points that are required for results to be displayed. Aggregated results protect the anonymity of the individual data points provided by users.

The following table summarizes the demographic data collected in this report with results based on the year of data and any filters selected.

Company Overview	
Company Overview	My Organization
	Answer Options (%)
Region	Northeast (13%) <b>Midwest (26%)</b> South (31%) West (30%)
Type of Entity	<b>Corporation (47%)</b> LLC (29%) Partnership (20%) Sole Proprietorship (4%)
Number of Years in Business	Less than one year (1%) 1 to 5 years (1%) 6 to 10 years (5%) 11 to 20 years (17%) <b>21 or more years (76%)</b>
Primary Revenue Source	<b>Product Revenue (82%)</b> Services Revenue (15%) Special Orders Revenue (1%) Other (2%)
All Revenue Sources	<b>Product - Online sales (65%)</b> <b>Product - Store front sales (71%)</b> <b>Product - Temporary kiosk sales (29%)</b> <b>Services - Marketing (66%)</b> <b>Services - Installation (31%)</b> Services - Design (28%) Special Orders (14%) Other (4%)
* Your responses are displayed in <b>bold</b> .	

The following tables summarize financial and operational performance data. Be sure to look at your responses compared to your peers.

The Key Performance Indicators are calculations using data throughout the study. These KPI's are frequently used to assess your performance against your peers. The tables below are all the individual data points collected throughout the study.

<b>Key Performance Indicators</b>					
<b>Key Performance Indicators</b>	<b>My Organization</b>		<b>Comparison Data</b>		
	<b>Response</b>	<b>Percentile</b>	<b>25<sup>th</sup> Percentile</b>	<b>50<sup>th</sup> Percentile</b>	<b>75<sup>th</sup> Percentile</b>
Total Revenue	\$11,069,840	96th	\$873,651	\$2,041,400	\$4,466,285
Total Revenue per FTE Employee	\$165,221	41st	\$141,446	\$174,620	\$209,109
Gross Profit Margin	26%	21st	27%	34%	46%
Salary Expenses as a % of Total Revenue	42%	79th	27%	34%	40%
Retirement Plan Expense as a % of Total Revenue	2%	86th	1%	1%	1%
Payroll Expense as a % of Total Revenue	51%	82nd	34%	42%	48%
Office Rent and Other Occupancy Expenses as a % of Total Revenue	6%	68th	4%	5%	7%
Computer Software Expenses as a % of Total Revenue	2%	25th	2%	3%	4%
Outsourced IT Services Expenses as a % of Total Revenue	2%	75th	1%	1%	2%
Other Expenses as a % of Total Revenue	13%	60th	9%	11%	17%

<b>Operations</b>					
<b>Finances</b>	<b>My Organization</b>		<b>Comparison Data</b>		
	<b>Response</b>	<b>Percentile</b>	<b>25<sup>th</sup> Percentile</b>	<b>50<sup>th</sup> Percentile</b>	<b>75<sup>th</sup> Percentile</b>
Total Revenue – Prior FY	\$10,114,891	95th	\$792,965	\$1,911,542	\$4,387,483
Total Revenue	\$11,069,840	96th	\$873,651	\$2,041,400	\$4,466,285
Product Revenue - Online sales	\$3,656,762	99th	\$222,734	\$411,434	\$956,249
Product Revenue - Store front sales	\$1,992,571	89th	\$193,819	\$476,368	\$1,145,383
Product Revenue - Temporary kiosk sales	\$1,660,476	80th	\$78,396	\$375,480	\$1,177,451
Services Revenue - Marketing	\$1,213,968	94th	\$38,481	\$178,651	\$534,982
Services Revenue - Installation	\$1,660,476	98th	\$48,807	\$132,513	\$537,392
Services Revenue - Design	\$453,492	74th	\$63,632	\$168,182	\$457,162
Revenue - Other and special orders	\$332,095	86th	\$22,123	\$80,459	\$213,802
Total Salary Expenses	\$4,638,241	96th	\$264,549	\$751,078	\$1,541,998
Retirement Plan Expenses	\$203,667	99th	\$10,000	\$28,549	\$62,655
Benefits Expenses, Payroll Taxes and Other Employment Expenses	\$856,879	97th	\$39,896	\$107,646	\$286,947
Total Payroll Expense	\$5,698,787	96th	\$307,825	\$875,077	\$1,962,659
Total Payroll Expense	\$690,028	98th	\$50,000	\$115,802	\$229,666
Office Rent and Other Occupancy Expenses	\$177,046	83rd	\$32,231	\$52,543	\$123,224
Computer Software Expenses	\$276,097	99th	\$8,871	\$24,437	\$60,301
Outsourced IT Services and Other Computer/Technology Expenses	\$1,383,807	96th	\$98,739	\$226,272	\$523,548
Other Expenses	\$8,225,765	97th	\$480,618	\$1,384,062	\$3,025,495
Total Expenses	\$2,844,075	91st	\$301,871	\$733,085	\$1,556,203
Gross Profit	\$10,114,891	95th	\$792,965	\$1,911,542	\$4,387,483
<b>Staffing</b>	<b>My Organization</b>		<b>Comparison Data</b>		
	<b>Response</b>	<b>Percentile</b>	<b>25<sup>th</sup> Percentile</b>	<b>50<sup>th</sup> Percentile</b>	<b>75<sup>th</sup> Percentile</b>
Compensation Year Basis	Fiscal year (17%) <b>Calendar year (82%)</b> Other (1%)				
Employee Turnover Ratio	16.00%	87th	0.00%	6.00%	12.18%
Executives: FTEs	2	29th	1	3	5
Executives: Total Salary Expense	\$575,911	48th	\$195,782	\$604,150	\$1,185,038
Executives: Average Salary per FTE	\$287,956	65th	\$138,884	\$215,505	\$335,522
Directors: FTEs	2	50th	1	2	3
Directors: Total Salary Expense	\$339,115	68th	\$123,099	\$239,840	\$416,011
Directors: Average Salary per FTE	\$169,558	74th	\$87,874	\$119,920	\$170,529
Managers: FTEs	9	93rd	1	2	4
Managers: Total Salary Expense	\$835,424	91st	\$97,284	\$191,500	\$362,137
Managers: Average Salary per FTE	\$92,825	58th	\$74,750	\$89,235	\$104,418
All Other Employees: FTEs	54	99th	3	7	14
All Other Employees: Total Salary Expense	\$2,887,791	96th	\$120,000	\$364,235	\$809,198
All Other Employees: Average Salary per FTE	\$53,478	47th	\$45,905	\$54,768	\$62,883
Total FTEs	67	98th	5	12	22