SAMPLE

THE INNER BAY COMPOSITE

COUNCIL 01 · MONTHLY REPORT

October 2026
Shop D
12 shops reporting

THIS MONTH AT A GLANCE

Strong leads, losing them at follow-up.

Total revenue	Gross margin	Close rate	Net profit
$96.4k	**61%**	**31%**	**17%**
+9% vs group avg · rank 5	+3 pts vs avg · rank 4	−7 pts vs avg · rank 10	+3 pts vs avg · rank 4

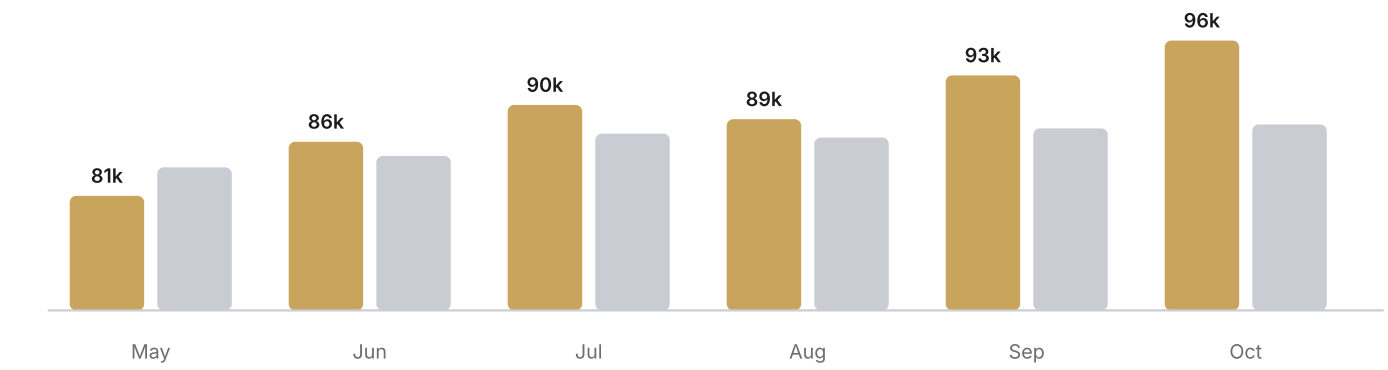
Where you lead

- Average PPF ticket: $2,940 (rank 3)
- Wrap revenue: $15.3k (rank 3)
- Installer efficiency: 78% (rank 3)
- Redo rate: 2.1% (rank 3)

Where you trail

- Lead response time: 47 min (rank 11)
- Close rate: 31% (rank 10)
- Jobs with 2+ services: 22% (rank 9)
- Coating revenue: $9.8k (rank 8)

REVENUE, LAST 6 MONTHS ($K)



YOUR ONE NUMBER FOR NOVEMBER

Answer every lead in under 15 minutes.

The top 3 shops reply in under 10 minutes and close 45%+. You get more leads than most of the Council; the gap is speed.

≈ +$12k/mo

If your close rate reached the group average (38%) on 212 leads: about 15 more jobs at your $817 average job.

SAMPLE

THE FULL COMPOSITE

COUNCIL 01 · OCTOBER 2026 · SHOP D

MEASURE	SHOP D	GROUP AVG	BEST	RANK
SALES				
Total revenue	**$96,400**	$88,200	$148,900	5/12
PPF revenue	**$41,200**	$36,800	$72,500	4/12
Tint revenue	**$22,600**	$24,100	$38,300	7/12
Wrap revenue	**$15,300**	$10,900	$29,800	3/12
Coating revenue	**$9,800**	$11,400	$21,600	8/12
Flat glass revenue	**$7,500**	$5,000	$18,200	4/12
LEADS & CLOSING				
New leads	**212**	188	341	4/12
Close rate	**31%**	38%	52%	10/12
Lead response time (median)	**47 min**	18 min	4 min	11/12
Average PPF ticket	**$2,940**	$2,610	$4,180	3/12
Average tint ticket	**$410**	$455	$620	8/12
Jobs with 2+ services	**22%**	29%	46%	9/12
New Google reviews	**14**	11	31	4/12
PRODUCTION				
Jobs completed	**118**	104	176	4/12
Installer efficiency (billed ÷ paid hours)	**78%**	71%	88%	3/12
Redo / warranty rate	**2.1%**	3.4%	0.8%	3/12
Film waste	**9%**	12%	6%	3/12
PROFIT				
Gross margin	**61%**	58%	69%	4/12
Labor % of revenue	**24%**	27%	19%	4/12
Cost per lead	**$14**	$24	$9	3/12
Net profit margin	**17%**	14%	26%	4/12
Revenue per employee	**$16,100**	$15,300	$24,800	5/12

Rank 1 = best in the Council. For time, cost, redo, waste and labor measures, lower is better. "Best" is the top shop's number; no shop is named. Members share how they run their shops and never discuss or coordinate prices.