



Financial  
Advisory

**E SQUARED**  
**CONSULTING**

“The E Squared financial software system (INDUSTRY INSIGHTS) is an excellent tool which provides great information in an easy to access format. The system enables you to see a dashboard of everything that is important to your business financially so that you can identify easily what areas may need your attention. The ability to compare your performance to those of your peers is an additional bonus which gives you the information you need to investigate and correct areas that may be a concern. I think it is a powerful tool and one I would recommend to others.”

Kriste LaMay – Broten Garage Doors, FL

“The software (INDUSTRY INSIGHTS) is easy to use. It allows us to see how we compare to other dealers with relevant metrics. The graphs provide an easy visual to see where your company is ranked.”

Bob Habeger –  
Wayne Garage Door, OH

Benchmark:

International Door Association Benchmark Group

2017

KPIs (9 of 46)

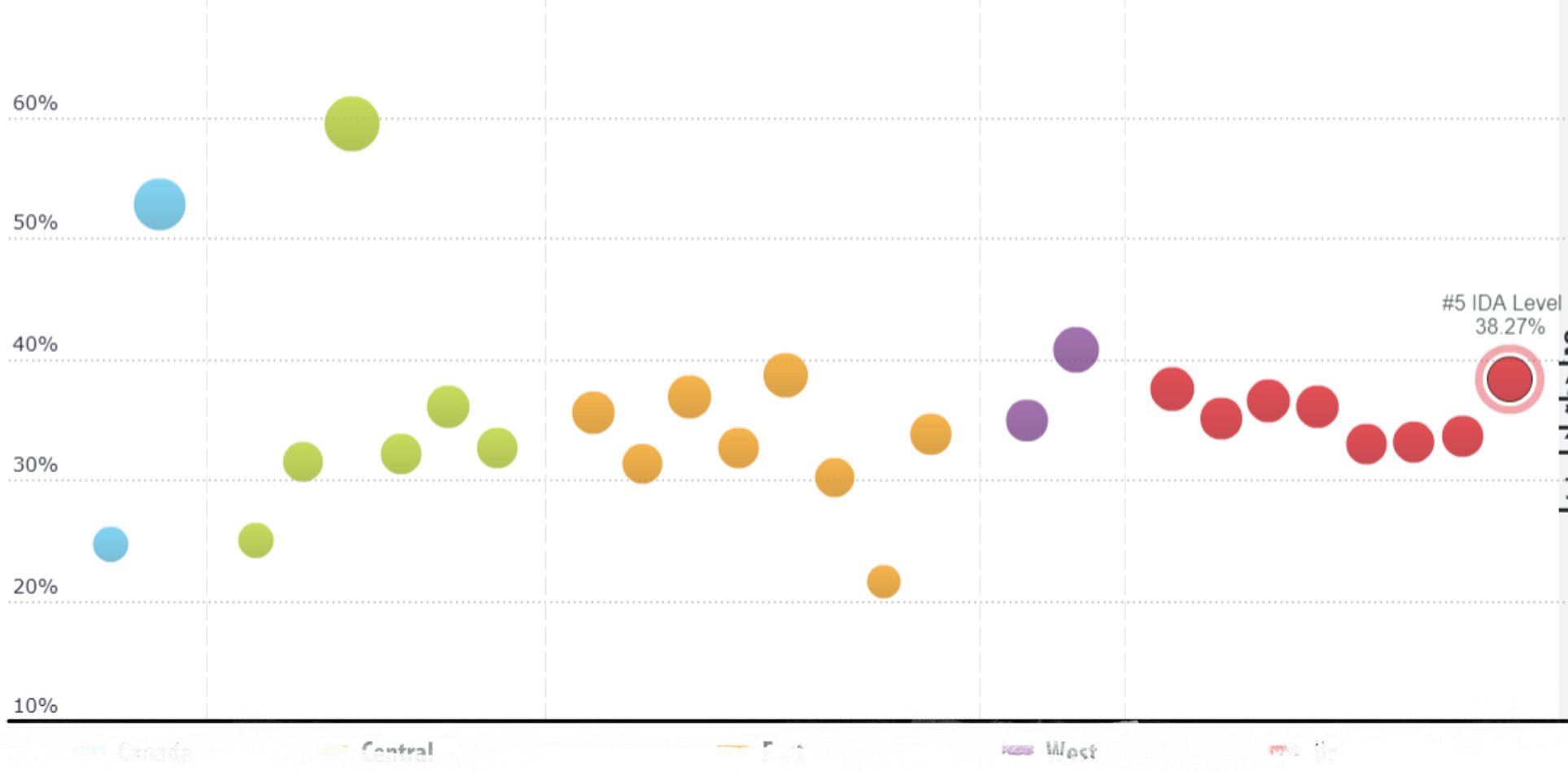
COMPANIES (26)

Company 1	34.8%
Company 10	35.55%
Company 11	37.5%
Company 12	35%
Company 13	36.46%
Company 14	36%
Company 15	32.89%
Company 16	33.17%
Company 17	33.5%
Company 18	31.25%
Company 19	40.68%

ZOOM

Gross Profit %

Viewing 26 companies sorted by Region average 35.09%



#5 IDA Level  
38.27%

Canada

Central

East

West

South

“INDUSTRY INSIGHTS is a great tool for non-financial managers to quickly see how the business is doing and then take action.”

Martin Madden –  
Overhead Door of South Bend, IN

### Revenue

**\$5,812,643**

### Gross Profit

**\$1,801,919**

### Operating Profit

**\$175,508**

### EBIT

**\$170,508**



less cost of sales  
\$4,010,724



less expenses  
\$1,626,411

**31%**

% of Revenue



other income/expenses  
**(\$5,000)**



**3%**

% of Revenue

#### Revenues & Costs

\$8,000,000

REVENUE	TOTAL EXPENSES	OPERATING PROFIT
\$7,000,000	<b>−</b> \$6,420,791	<b>=</b> \$579,209

\$6,000,000



### Breakeven

REVENUE

**\$5,812,643**

[view top 10 revenue accounts](#)

TOTAL EXPENSES

**\$5,637,135**

[view top 10 expense accounts](#)

BREAKEVEN POINT

“We have been using INDUSTRY INSIGHTS to gain a deeper understanding of our business. It provides us with metrics that lead to smarter decision making.”

Gary Bechtold –  
American Door Works, MN