Restoration Company KPI Benchmark Sheet 2026

Benchmarks from PushLeads' Restoration Company Financial Benchmarks & KPIs guide. Fill in your numbers, mark the gap, and fix the biggest gap first.

1. Profitability benchmarks

KPI	Healthy range	Yours	Gap / note
Gross margin (job level)	45% – 55%		
Net profit margin (after overhead)	8% – 15%		
Marketing spend (% of revenue)	3% – 9%		
Labor as share of direct cost	Largest direct cost – track hours vs estimate		
Equipment cycle time per job	On estimate (a 3-day dry-out running 6 days inflates COGS)		
Receivables cycle (carrier / supplement)	Plan for 60 – 90+ days		

2. Revenue and owner income by stage

Company stage	Years in business	Typical annual revenue	Owner income	Yours
Startup	Year 1–2	$250,000 – $750,000	$50,000 – $120,000	
Small established	Year 3–5	$750,000 – $1.5M	$120,000 – $200,000	
Mid-size	Year 6–10	$1.5M – $3M	$180,000 – $350,000	
Large company	Year 10+	$3M – $10M+	$300,000 – $800,000+	

3. The three numbers to track from day one

Metric	Why it matters	By channel / category	Yours
Cost per lead by channel	Shows which marketing dollars actually produce jobs	Google / LSA / referral / TPA / insurance agent	
Job-level gross margin	Margin is won or lost on the job, not the P&L	Water / fire / mold / contents / commercial	
Average revenue per job	Fire pays more per job but carries subs, longer cycles and supplements	Water / fire / mold / contents / commercial	

4. 30-day action plan

1. Pull last quarter's jobs and compute gross margin per job category. 2. Tag every lead by source and total marketing spend per source. 3. List receivables older than 60 days and the supplement status of each. 4. Pick the one gap above that costs the most and fix it this month.