



KIWI
CASH FLOW

This is a partial report.

Every report is customized to be appropriate for each client.

The Best Restoration

The Three Bottom Lines

NET PROFIT

\$81,118

▼ (\$30,004) from last month

How much the business earned after covering all expenses.

OPERATING CASH FLOW

\$37,893

▲ \$56,429 from last month

How much actual cash the business generated from its core operations, indicating its ability to sustain day-to-day expenses.

RETURN ON ASSETS (ROA)

23%

▲ 8% from last month

How efficiently the business uses assets to generate profit. For every dollar in assets, this is the percent of a dollar earned as profit.

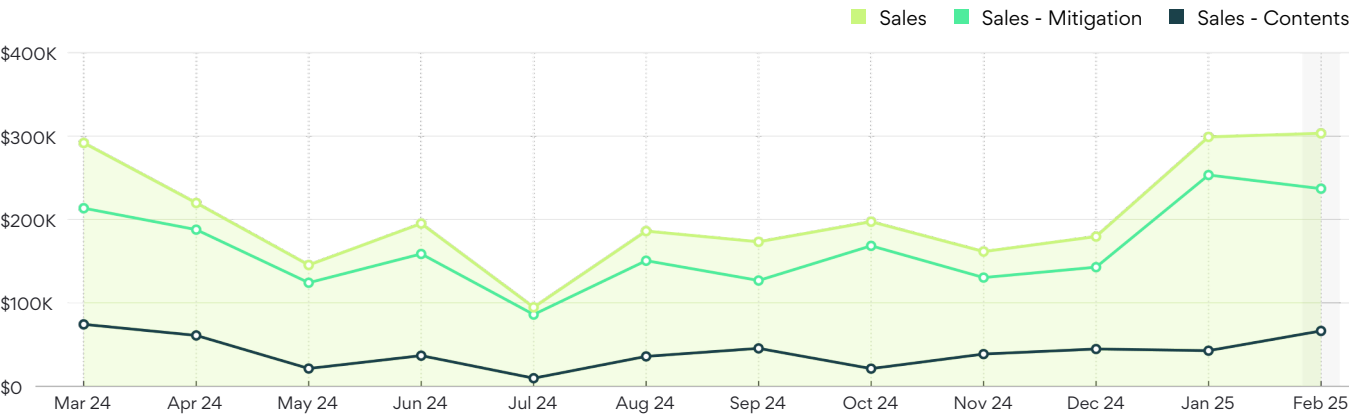
Sales

How much did we earn, and where did it come from?

TOTAL REVENUE

\$303,293
▲ 1.4% from last month

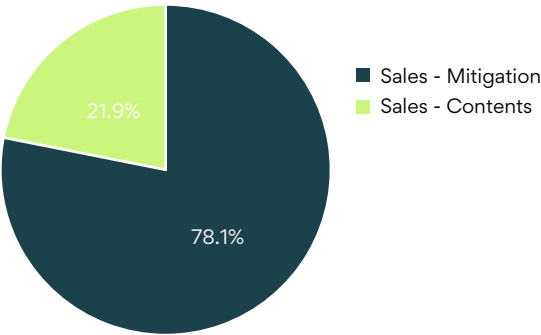
Sales - Rolling 12 months



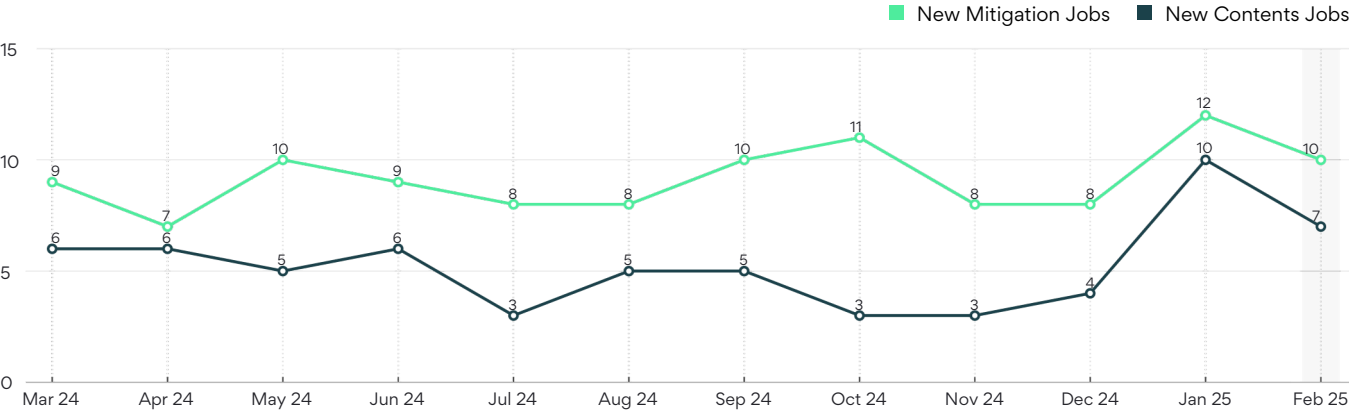
Revenue breakdown

Sales - Mitigation	\$236,933
Sales - Contents	\$66,360

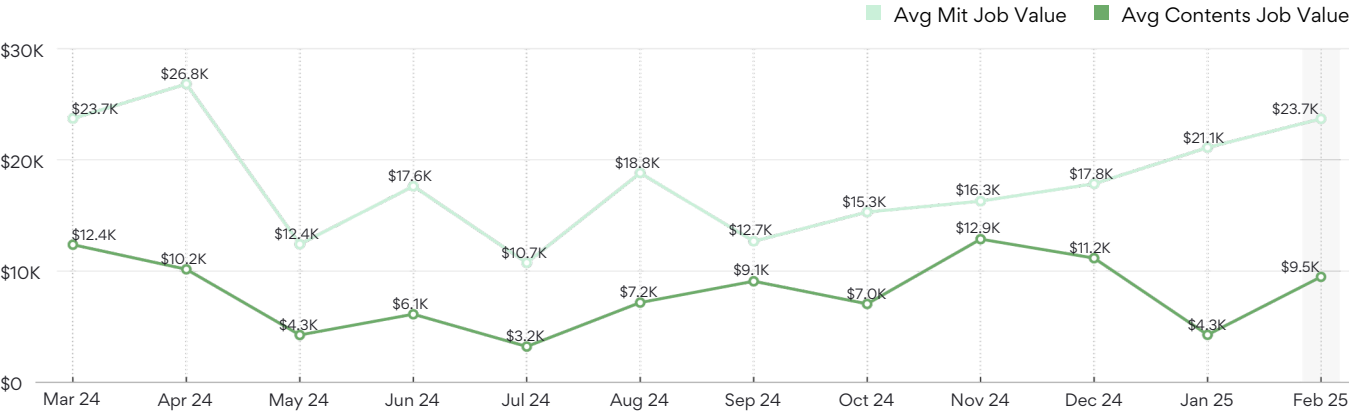
Revenue Mix



Job Category Totals



Average dollars per job



Profit Drivers

Profit Drivers

Profit drivers influence the revenue generated and the costs incurred by a business, ultimately determining its profitability.

OPERATING PROFIT

\$83,745

▼ -26.6%from last month

TOTAL NEW JOBS

17

▼ -5from last month

AVG JOB VALUE

\$17,841

▲ \$4,251from last month

LABOR %

38%

▲ 11%from last month

COGS %

42%

▲ 10%from last month

MARKETING %

9%

▲ 1%from last month

OVERHEAD %

30%

▲ 0%from last month

What's Left Over

GROSS PROFIT

\$175,886

▼ (\$28,524) from last month

Sales minus COGS.

GROSS PROFIT MARGIN (%)

57.99%

▼ -10.38% from last month

OPERATING PROFIT

\$83,745

▼ (\$30,400) from last month

Sales minus COGS and Expenses.

OPERATING PROFIT MARGIN (%)

27.61%

▼ -10.57% from last month

NET PROFIT

\$81,118

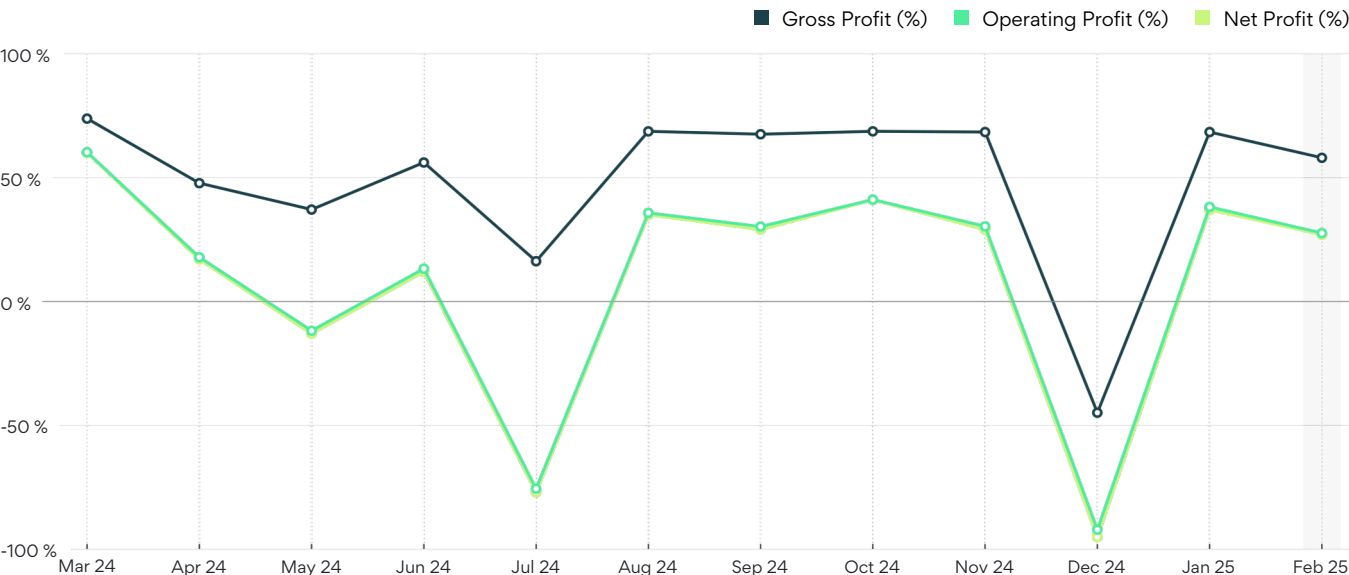
Sales minus COGS, Expenses, Interest, and Taxes.

NET PROFIT (%)

27%

▼ -10% from last month

Profit Margins (%) Last 12 months



What did we earn from operations this month?

INCOME STATEMENT

Feb 2025

Revenue	\$303,293
Cost of Goods Sold	\$127,407

KPI Chart

	1 ALERT	RESULT		TREND
A	PROFIT DRIVERS	FEB 2025	JAN 2025	vs JAN 2025
Total New Jobs		17	22	▼ -5
Avg Job Value		\$17,841	\$13,590	▲ 31.3%
New Mitigation Jobs		10	12	▼ -2
New Contents Jobs		7	10	▼ -3
Avg Mit Job Value		\$23,693	\$21,109	▲ 12.2%
Avg Contents Job Value		\$9,480	\$4,267	▲ 122.2%
Labor Percentage *		38%	27%	▲ 11%
COGS Percentage *		42%	32%	▲ 10%
Marketing Percentage *		9%	8%	▲ 1%
Overhead Percentage *		30%	30%	▲ 0%
Net Profit (%)		27%	37%	▼ -10%
B	PROFITABILITY			
Total Revenue		\$303,293	\$298,983	▲ 1.4%
Sales - Mitigation		\$236,933	\$253,310	▼ -6.5%
Sales - Contents		\$66,360	\$42,671	▲ 55.5%
Gross Profit Margin		57.99%	68.37%	▼ -10.38%
Operating Profit Margin		27.61%	38.18%	▼ -10.57%
Breakeven Margin of Safety		\$144,409	\$166,956	▼ -13.5%
Return on Assets (ROA)		23%	14%	▲ 8%
C	CASHFLOWDRIVERS			
Debt to Equity *		0.51%	0.6%	▼ -0.08%
Sale (Purchase) of Assets		\$9,296	\$10,386	▼ -10.5%
Increase Debt (Repayment) *		(\$4,758)	(\$4,626)	▼ -2.9%
Owners Investment (Draws) *		(\$33,782)	(\$33,699)	▼ -0.2%
A/P Net Added (Paid)		\$29,097	\$50,885	▼ -42.8%
A/R Decrease (Increase)		(\$81,618)	(\$190,929)	▲ 57.3%

	1 ALERT	RESULT		TREND
D CASH FLOW		FEB 2025	JAN 2025	vs JAN 2025
Operating Cash Flow		\$37,893	(\$18,536)	▲ \$56,429
Free Cash Flow		\$37,893	(\$18,536)	▲ \$56,429
Net Cash Flow		(\$565)	(\$55,865)	▲ 99%
Cash on Hand		\$10,223	\$10,870	▼ -6%
Cash Flow Margin		12.49%	-6.2%	▲ 18.69%
Net Variable Cash Flow		49.27%	60.06%	▼ -10.79%
E ACTIVITY				
Accounts Receivable Days *		42 days	38 days	▲ 4 days
Accounts Payable Days	●	23 days	25 days	▼ -2 days
Work in Progress Days *		0 days	0 days	0 days
Cash Conversion Cycle *		19 days	13 days	▲ 6 days
F LIQUIDITY				
Current Ratio		3.51:1	3.90:1	▼ -0.38:1
Operating Cash Flow to Current Liabilities		4.57:1	-2.76:1	▲ 7.34:1
G EFFICIENCY				
Return on Equity		276.06%	428.11%	▼ -152.04%
Return on Assets		124.91%	168.85%	▼ -43.94%
Revenue per Admin		\$86,655	\$99,661	▼ -13.1%
Revenue per Tech		\$46,661	\$42,712	▲ 9.2%
Job Acquisition Cost *		\$1,581	\$1,126	▲ 40.4%
H GROWTH				
Revenue Growth		1.44%	66.55%	▼ -65.11%
Gross Profit Growth		-13.95%	353.84%	▼ -367.79%
Net Income Growth		-27%	165.42%	▼ -192.42%
A/R Growth Rate *		22.1%	107.1%	▼ -85%
Job Value Growth Rate		31%	-9%	▲ 40%
Revenue Growth Rate		1%	67%	▼ -65%
A/R Growth vs Rev. Growth *		15.3	1.6	▲ 13.7

	1 ALERT	RESULT		TREND
I BENCHMARKING		FEB 2025	JAN 2025	vs JAN 2025
Total COGS Labor *		\$115,060	\$80,312	▲ 43.3%
Total Cost of Goods *		\$127,407	\$94,573	▲ 34.7%
Marketing *		\$26,882	\$24,769	▲ 8.5%
Total Expenses *		\$92,140	\$90,265	▲ 2.1%
A/R *		450,801	369,183	▲ 81,618
Number of Techs *		7	7	▼ -1
Number of Admin *		4	3	▲ 1

* For this metric, a result below target is favourable

Alerts

Accounts Payable Days

Accounts Payable days are less than the alert level of 30 days. An immediate review of creditor payments or supplier terms of payment may be required.