



Dealer Financial Performance Survey

**Deadline
July 31, 2018**

- Your data will be treated confidentially by Profit Planning Group. Data will be aggregated in a way that prevents identification of any individual participant.
- Fax completed surveys to 303.444.9245 or email to surveys@profitplanninggroup.com or drop into the secure dropbox at www.profitplanninggroup.com/dropbox or mail to Profit Planning Group, 4800 Baseline Rd. Suite E104-251, Boulder, CO 80303
- Report your **most recently completed full 12-month fiscal year**. Data does not need to be audited.
- Optionally, **submit your balance sheet and income statement** instead of completing those sections.
- **Reasonable estimates are better than blank answers**. Send questions to surveys@profitplanninggroup.com.
- Your customized **Profit Improvement Profile™ (PIP)** which analyzes your firm and includes an action plan to improve performance and access to **Profit Dashboard™** will be emailed as a PDF to the following individual. Provide a secure email address and check that mail and attachments from profitplanninggroup.com are not blocked.

Name/Title (only one) _____

Firm _____

Address _____

City, State, ZIP _____

Telephone (_____) _____ FAX (_____) _____

Email Address (only one) _____

1. Fiscal year end _____

2. Organization (check **only** one) S Corp C Corp Other Form of Organization

If S Corp then how much of executive salaries and bonuses was paid to cover income taxes?
(**Note:** this amount will be added back to profit on the income statement) \$ _____

3. **Full Time Equivalent Employees**
(Include owners as appropriate. Count part-timers using 2080 annual hours (e.g. someone working 1040 hours annually = 0.5 FTE)

Executives #

Salespeople (including manager) _____

Parts Department..... _____

Rental Department (excluding mechanics) _____

Rental Mechanics _____

Service/Installation..... _____

All Other Employees _____

Total Number of FTE Employees #

4. Number of new units sold during the year #

5. Number of units leased to customers at year end..... #

6. Net Sales for the fiscal year **prior** to the reported year (needed to calculate sales growth) \$ _____

7. Were you on a LIFO Inventory Valuation System for the fiscal year being reported?..... Yes No
If yes, how much was your annual **change** (+/-) in LIFO reserves for the year? \$ _____
If yes, how much was your total **ending** LIFO reserve? \$ _____



Here you have two options

1. Complete the following balance sheet and income statement.

-OR-

2. Attach your latest full-year balance sheet and income statement.
Detailed financials are required so Profit Planning Group can complete the survey

Balance Sheet (end of fiscal year)

Assets

Cash..... \$ _____
Trade Accounts Receivable (net)..... _____
Inventories (net of reserves)..... _____
Other Current Assets _____
Total Current Assets..... \$ _____
Total Rental Fleet (net of depreciation)..... \$ _____
Other Fixed & Noncurrent Assets (net of depreciation) _____
Total Assets \$ _____

Liabilities and Net Worth

Accounts Payable (trade)..... \$ _____
Notes Payable (due within one year) _____
Other Current Liabilities _____
Total Current Liabilities..... \$ _____
Long Term Liabilities..... _____
Loans from Stockholders _____
Net Worth or Owner Equity (include paid-in capital & retained earnings) _____
Total Liabilities and Net Worth..... \$ _____

Income Statement (12 months of data)

Net Sales (less returns, cash discounts & allowances)

New Trailers	\$ _____
Used Trailers	_____
Parts (counter & service).....	_____
Service Labor	_____
Leasing Revenue.....	_____
Other Sales	_____
Total Net Sales	\$ _____

Cost of Sales (less purchase discounts)

New Trailers	\$ _____
Used Trailers	_____
Parts (counter & service).....	_____
Service Labor Wages & Bonuses (exclude taxes, insurance, & benefits).....	_____
Depreciation of Leased Trailers.....	_____
Rental of Sub-Leased Trailers.....	_____
Other Cost of Sales	_____
Total Cost of Sales	\$ _____

Gross Profit (Net Sales - Cost of Sales).....

\$ _____

G&A Payroll Expenses

Executive Salaries & Bonuses.....	\$ _____
Salespeople Salaries, Commissions & Bonuses (including manager)	_____
Parts Department Wages & Bonuses	_____
Rental Department Wages & Bonuses (excluding mechanics).....	_____
Rental Mechanics Wages & Bonuses.....	_____
All Other Employee Wages & Bonuses (except service labor)	_____
Total G&A Salaries, Wages, Commissions & Bonuses	\$ _____

Payroll Taxes (FICA, unemployment, workers' compensation; **all employees**)

Group Insurance (medical, hospitalization, etc.; **all employees**).....

Employee Benefits (include profit sharing, pension fund, etc.; **all employees**)

Total G&A Payroll Expenses (Salaries + Payroll Taxes + Group Insurance + Benefits)

\$ _____

Occupancy Expenses

Utilities (heat, light, power, water)

\$ _____

Telephone

Building Repairs & Maintenance

Rent or Real Estate Ownership (incl. rent, bldg. depr., mortgage interest, real estate tax & insurance, etc.)

Total Occupancy Expenses.....

\$ _____

Other Operating Expenses

Vehicle Expenses (include gas, oil, repairs & maintenance, insurance, depreciation, leasing, etc.)

\$ _____

Insurance (business liability & casualty)

Depreciation (exclude rental fleet, building & vehicle depreciation)

Bad Debt Losses

All Other Operating Expenses

Total Other Operating Expenses.....

\$ _____

Total Operating Expenses (Payroll + Occupancy + Other).....

\$ _____

Operating Profit (Gross Profit - Total Operating Expenses)

\$ _____

Other Income (interest income, gain on sales of assets, etc.)

Interest Expense (exclude mortgage interest)

Other Non-Operating Expenses

Profit Before Taxes

\$ _____

Income Taxes (local, state, federal)

Net Profit After Taxes

\$ _____