

Key Performance Indicator

Wholegoods

	National	Midwest	Northeast	South	West
Total Number of Invoices	68.1	57.4	65.0	76.5	66.6
Total Sales Revenue	\$181,134	\$170,977	\$171,314	\$206,546	\$122,406
Total Sales Cost	\$149,626	\$141,127	\$140,706	\$171,175	\$100,450
Total Gross Profit*	\$31,508	\$29,849	\$30,608	\$35,372	\$21,955
Gross Profit %	17.4%	17.5%	17.9%	17.1%	17.9%
Avg Revenue per Invoice	\$2,659	\$2,981	\$2,636	\$2,699	\$1,837
Avg Cost of Goods per Invoice	\$2,196	\$2,460	\$2,165	\$2,237	\$1,508
Avg Gross Profit per Invoice	\$463	\$520	\$471	\$462	\$330
Total Dealerships Included: 1442 406 245 627 163					

Parts

Total Number of Invoices	777.3	589.1	636.9	964.1	710.4
Total Parts Revenue	\$74,873	\$57,087	\$69,047	\$87,851	\$76,287
Total Parts Cost of Goods	\$47,042	\$36,156	\$43,238	\$55,039	\$48,116
Total Gross Profit*	\$27,831	\$20,931	\$25,809	\$32,812	\$28,172
Gross Profit %	37.2%	36.7%	37.4%	37.3%	36.9%
Avg Revenue per Invoice	\$96	\$97	\$108	\$91	\$107
Avg Cost of Goods per Invoice	\$61	\$61	\$68	\$57	\$68
Avg Gross Profit per Invoice	\$36	\$36	\$41	\$34	\$40
Total Dealerships Included: 1407 398 226 624 158					

Service

Total Number of Work Orders	240.0	212.6	232.5	261.3	231.1
Total Service Revenue	\$49,113	\$53,578	\$54,308	\$46,321	\$41,251
Total Service Cost of Goods	\$17,899	\$18,946	\$21,821	\$17,015	\$13,014
Total Gross Profit*	\$31,214	\$34,632	\$32,487	\$29,306	\$28,236
Gross Profit %	63.6%	64.6%	59.8%	63.3%	68.5%
Avg Revenue per Invoice	\$205	\$252	\$234	\$177	\$178
Avg Cost of Goods per Invoice	\$75	\$89	\$94	\$65	\$56
Avg Gross Profit per Invoice	\$130	\$163	\$140	\$112	\$122
Total Dealerships Included: 1307 358 215 588 145					

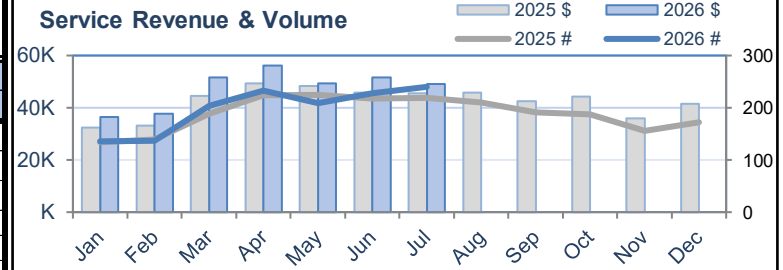
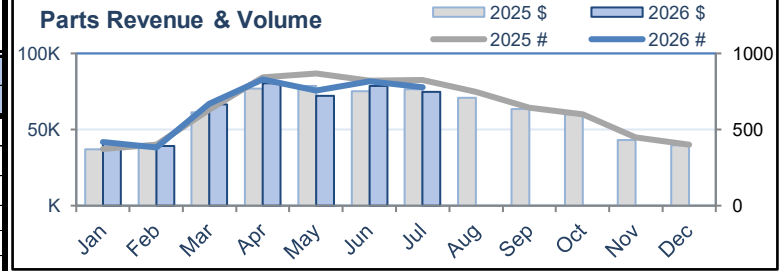
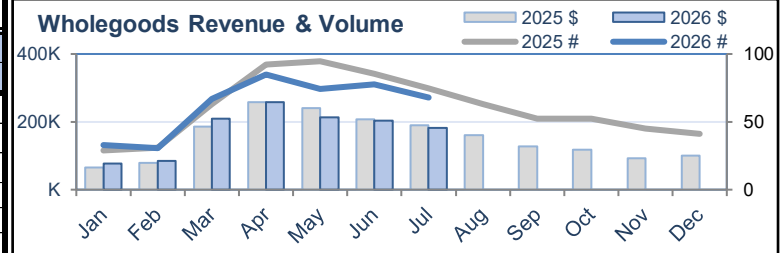
National Averages

Historical Trend

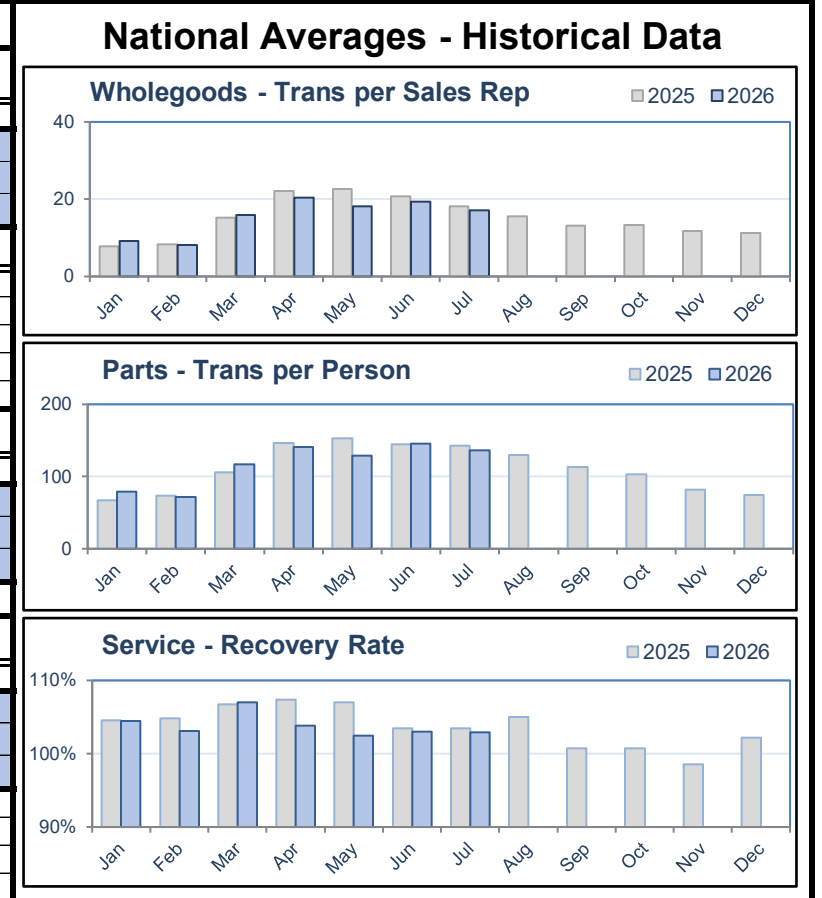
	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	12-Month Average
Wholegoods														
Invoice Count	74.8	63.2	52.5	52.1	44.8	41.1	33.1	30.6	66.9	84.9	74.2	77.5	68.1	57.4
Total Revenue	\$189,543	\$161,042	\$127,343	\$117,638	\$91,944	\$100,575	\$76,715	\$84,093	\$209,585	\$258,051	\$212,966	\$204,378	\$181,134	\$152,122
Parts														
Invoice Count	823.6	748.9	641.4	598.3	446.3	401.3	417.2	382.1	668.9	829.1	754.7	818.3	777.3	623.6
Total Revenue	\$76,641	\$70,749	\$63,320	\$60,059	\$43,242	\$39,577	\$41,221	\$39,003	\$66,310	\$80,336	\$72,210	\$78,833	\$74,873	\$60,811
Service														
Invoice Count	219.2	210.2	191.4	187.8	155.7	171.5	135.6	136.5	203.7	232.8	209.2	227.3	240.0	191.8
Total Revenue	\$45,631	\$45,913	\$42,633	\$44,205	\$35,870	\$41,446	\$36,456	\$37,740	\$51,703	\$56,118	\$49,401	\$51,723	\$49,113	\$45,193

*Gross Profit excludes expenses (such as payroll, advertising, etc) and accounting details (such as hold-backs, incentives, rebates, write-downs, etc)

National Averages - Historical Data



Key Performance Indicator	National	Midwest	Northeast	South	West
Wholegoods Analysis					
Averages					
Number of Sales Reps	4.1	3.9	3.8	4.2	4.4
Monthly Transactions per Sales Rep	17.1	14.2	20.4	18.3	14.4
Monthly Revenue per Sales Rep	\$44,747	\$42,635	\$47,211	\$50,151	\$25,429
Monthly Gross Profit per Sales Rep	\$7,759	\$7,379	\$8,610	\$8,494	\$4,587
Gross Profit % - Top Product Lines (by volume)					
Lawnmower	17%	18%	18%	17%	15%
Trimmer	22%	22%	23%	21%	24%
Blower	21%	20%	21%	21%	22%
Chainsaw	21%	22%	23%	21%	21%
Split Boom	22%	22%	24%	21%	24%
Parts Analysis					
Total Dealerships Included:	1442	406	245	627	163
Number of Counter Personnel	6.7	6.6	6.3	6.9	7.2
Monthly Transactions per Person	136.2	108.8	140.0	158.5	112.0
Monthly Revenue per Person	\$12,494	\$9,793	\$14,505	\$13,883	\$10,940
Monthly Gross Profit per Person	\$4,764	\$3,609	\$5,432	\$5,401	\$4,198
Fill Rate	98%	98%	98%	98%	97%
Service Analysis					
Total Dealerships Included:	1407	398	226	624	158
Number of Technicians	3.8	3.9	3.0	3.8	4.2
Monthly Billed Hours per Tech.	54.5	56.8	49.6	55.9	49.5
Department Recovery Rate	103%	106%	103%	98%	104%
Tech Efficiency	105%	107%	104%	102%	106%
Total Hours Worked	241.0	242.0	247.8	236.8	238.3
Total Billed Hours	405.6	306.2	232.9	582.2	256.0
Average Completion Time (hours)	8.4	8.3	7.5	7.7	11.5
Parts to Labor Ratio	108%	97%	105%	121%	92%
Total Dealerships Included:	1307	358	215	588	145



National Averages		Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	12-Month Average
Historical Trend															
Wholegoods Analysis	Transactions / rep	18.2	15.5	13.2	13.2	11.7	11.2	9.2	8.2	16.0	20.4	18.1	19.4	17.1	14.4
	Revenue / rep	\$45,460	\$38,544	\$31,628	\$29,232	\$23,465	\$26,048	\$21,138	\$22,375	\$49,707	\$61,035	\$50,964	\$50,816	\$44,747	\$37,475
	Gross Profit / rep	\$7,937	\$6,779	\$5,424	\$5,239	\$4,355	\$4,769	\$3,927	\$3,798	\$8,340	\$10,417	\$8,821	\$8,787	\$7,759	\$6,535
Parts Analysis	Transactions / person	143.0	129.9	112.9	103.0	82.1	74.5	78.9	71.8	117.1	140.7	128.7	145.7	136.2	110.1
	Revenue / person	\$12,898	\$11,734	\$10,616	\$9,897	\$7,533	\$6,955	\$7,369	\$7,030	\$11,213	\$13,025	\$12,032	\$13,549	\$12,494	\$10,287
	Gross Profit / person	\$4,919	\$4,466	\$3,927	\$3,652	\$2,802	\$2,520	\$2,756	\$2,670	\$4,357	\$5,001	\$4,612	\$5,157	\$4,764	\$3,890
	Fill Rate	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%
Service Analysis	Recovery Rate	103%	105%	101%	101%	99%	102%	104%	103%	107%	104%	102%	103%	103%	103%
	Avg Completion Time	11.9	12.0	10.3	10.1	10.5	11.4	11.6	11.5	10.4	9.3	9.0	8.6	8.4	10.3
	Tech Efficiency	106%	108%	105%	103%	102%	105%	109%	106%	110%	108%	105%	107%	105%	106%

Number of sales reps, counter personnel and technicians based on number of unique user ID's entered during the reporting period