

### Outdoor Power Equipment Dealer Insight Report & Trends

## September 2025

Key Perfomance Indicator	National	Midwest	Northeast	South	West	National Averages - Historical Data
Wholegoods	Wholegoods Revenue & Volume 2024 \$ 2025 \$					
Total Number of Invoices	51.6	44.7	46.6	56.1	59.1	400K - 2024 # 2025 # 200
Total Sales Revenue	\$125,877	\$129,884	\$124,116	\$127,672	\$111,107	1001
Total Sales Cost	\$104,126	\$107,658	\$101,719	\$106,258	\$90,320	200K - 100
Total Gross Profit*	\$21,751	\$22,226	\$22,397	\$21,414	\$20,787	200K 100
Gross Profit %	17.3%	17.1%	18.0%	16.8%	18.7%	
Avg Revenue per Invoice	\$2,439	\$2,904	\$2,666	\$2,276	\$1,879	K +
Avg Cost of Goods per Invoice	\$2,017	\$2,407	\$2,185	\$1,894	\$1,528	201 600 1201 101 171 171 171 170 200 00 1704 00c
Avg Gross Profit per Invoice	\$421	\$497 395	\$481 231	\$382 598	\$352 154	2 ( ( , // 4 2 - // 4
Total Dealerships Included:	1379	Parts Revenue & Volume				
Parts						100K
Total Number of Invoices	633.2	474.5	529.2	771.9	625.2	1000
Total Parts Revenue	\$62,853	\$46,947	\$58,942	\$73,472	\$66,262	
Total Parts Cost of Goods	\$40,456	\$30,557	\$37,357	\$47,617	\$41,334	50K 500
Total Gross Profit*	\$22,398	\$16,390	\$21,585	\$25,855	\$24,928	
Gross Profit %	35.6%	34.9%	36.6%	35.2%	37.6%	
Avg Revenue per Invoice	\$99	\$99	\$111	\$95	\$106	K + 0
Avg Cost of Goods per Invoice	\$64	\$64	\$71	\$62	\$66	782 680 1184 124 1184 712 717 171 171 171 286 00 170 180
Avg Gross Profit per Invoice	\$35	\$35	\$41	\$33	\$40	
Total Dealerships Included:	1272	363	197	569	142	Service Revenue & Volume
Service						60K
Total Number of Work Orders	195.4	192.6	221.3	237.8	215.8	300
Total Service Revenue	\$42,213	\$45,633	\$49,406	\$38,857	\$37,274	40K 200
Total Service Cost of Goods	\$15,097	\$16,430	\$17,988	\$13,903	\$12,553	
Total Gross Profit*	\$27,116	\$29,203	\$31,419	\$24,955	\$24,721	20K - 100
Gross Profit %	64.2%	64.0%	63.6%	64.2%	66.3%	
Avg Revenue per Invoice	\$216	\$237	\$223	\$163	\$173	
Avg Cost of Goods per Invoice	\$77	\$85	\$81	\$58	\$58	30. 69, 400, 40, 404, 71, 71, 470, 266, 00, 404, 06c
Avg Gross Profit per Invoice	\$139	\$152	\$142	\$105	\$115	
Total Dealerships Included:	1239	344	196	563	135	

**National Averages** 

**Historical Trend Average** Jul-25 Oct-24 Nov-24 Dec-24 Jan-25 Feb-25 Mar-25 Apr-25 May-25 Jun-25 Aug-25 Sep-25 Sep-24 Invoice Count 55.7 73.7 50.8 41.8 29.2 31.2 63.6 93.0 95.4 86.1 75.7 64.0 51.6 63.0 Wholegoods \$121,058 \$241,774 **Total Revenue** \$137,112 \$96,582 \$91,521 \$65,259 \$80,259 \$187,236 \$259,747 \$208,169 \$191,135 \$162,421 \$125,877 \$153,924 620.1 682.3 485.0 384.6 376.0 403.7 634.5 852.0 876.2 830.9 833.6 757.2 633.2 Invoice Count 645.8 **Parts** \$58,320 \$64,017 \$45,772 \$36,610 \$37,453 \$40,220 \$61,818 \$78,032 \$79,400 \$76,208 \$77,312 \$71,536 \$62,853 **Total Revenue** \$60,936 199.7 222.2 Invoice Count 177.8 169.8 164.7 133.8 140.1 190.7 226.6 228.4 226.1 222.4 195.4 193.3 Service \$44,516 \$32,553 \$33,557 \$45,689 **Total Revenue** \$37,345 \$37,699 \$32,664 \$45,079 \$49,904 \$48,776 \$45,856 \$45,920 \$42,213 \$42,035



12-Month

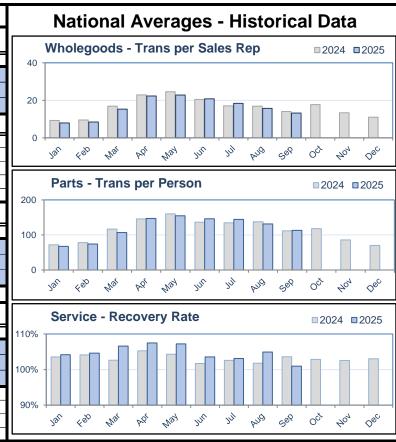
<sup>\*</sup>Gross Profit excludes expenses (such as payroll, advertising, etc) and accounting details (such as hold-backs, incentives, rebates, write-downs, etc)



# Outdoor Power Equipment Dealer Insight Report & Trends

### September 2025

Key Perfomance Indicator	National	Midwest	Northeast	South	West						
Wholegoods Analysis	Averages										
Number of Sales Reps	3.9	3.7	3.5	4.0	4.2						
Monthly Transactions per Sales Rep	13.2	11.2	15.3	13.8	12.5						
Monthly Revenue per Sales Rep	\$31,562	\$33,657	\$34,879	\$31,494	\$21,516						
Monthly Gross Profit per Sales Rep	\$5,415	\$5,798	\$6,267	\$5,162	\$4,132						
Gross Profit % - Top Product Lines (by volume)											
Blower	20%	19%	17%	19%	21%						
Lawnmower	17%	16%	16%	16%	19%						
Chainsaw	22%	20%	21%	20%	22%						
Trimmer	22%	19%	18%	20%	23%						
Implement	18%	18%	20%	18%	22%						
Parts Analysis Total Dealerships Included: 1379 395 231 598 154											
Number of Counter Personnel	6.5	6.4	6.1	6.8	6.9						
Monthly Transactions per Person	113.2	89.0	125.2	128.5	96.9						
Monthly Revenue per Person	\$10,657	\$8,174	\$12,914	\$11,753	\$9,504						
Monthly Gross Profit per Person	\$3,940	\$2,813	\$4,737	\$4,429	\$3,754						
Fill Rate	98%	97%	98%	98%	97%						
Service Analysis Total Dealerships Included:	1272	363	197	569	142						
Number of Technicians	3.8	3.9	3.0	3.8	4.2						
Monthly Billed Hours per Tech.	264.5	174.2	679.8	176.2	347.9						
Department Recovery Rate	101%	104%	105%	100%	87%						
Tech Efficiency	105%	107%	108%	106%	91%						
Total Hours Worked	248.5	239.2	239.7	207.4	417.6						
Total Billed Hours	3052.3	1675.6	8887.5	1930.2	4083.9						
Average Completion Time (hours)	10.2	10.2	9.5	9.3	13.7						
Parts to Labor Ratio	109%	94%	102%	127%	89%						
Total Dealerships Included:	1239	344	196	563	135						



#### **National Averages**

12-Month

Historical Trend		Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Average
Wholegoods Analysis	Transactions / rep	14.1	17.7	13.4	11.0	7.9	8.4	15.3	22.3	22.8	20.8	18.4	15.7	13.2	15.6
	Revenue / rep	\$29,920	\$32,801	\$24,537	\$23,172	\$17,258	\$21,486	\$44,996	\$61,959	\$57,903	\$49,549	\$45,527	\$38,857	\$31,562	\$37,467
	Gross Profit / rep	\$5,316	\$5,937	\$4,510	\$4,046	\$3,110	\$3,588	\$7,333	\$10,222	\$9,875	\$8,463	\$7,956	\$6,839	\$5,415	\$6,441
Parts Analysis	Transactions / person	111.7	118.1	86.0	70.2	67.4	74.0	106.8	147.1	154.7	146.2	144.6	131.5	113.2	113.3
	Revenue / person	\$10,140	\$10,693	\$7,803	\$6,390	\$6,399	\$7,136	\$10,139	\$13,026	\$13,503	\$12,824	\$13,012	\$11,870	\$10,657	\$10,288
	Gross Profit / person	\$3,722	\$4,001	\$2,828	\$2,248	\$2,369	\$2,661	\$3,803	\$4,931	\$5,182	\$4,855	\$4,968	\$4,514	\$3,940	\$3,858
_	Fill Rate	99%	100%	99%	99%	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%
Service Analysis	Recovery Rate	104%	103%	103%	103%	104%	105%	107%	107%	107%	104%	103%	105%	101%	104%
	Avg Completion Time	14.1	14.0	14.5	16.6	17.3	15.9	14.9	13.2	11.8	11.6	11.9	12.0	10.2	13.7
	Tech Efficiency	107%	104%	105%	106%	106%	107%	111%	110%	110%	106%	106%	108%	105%	107%

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

