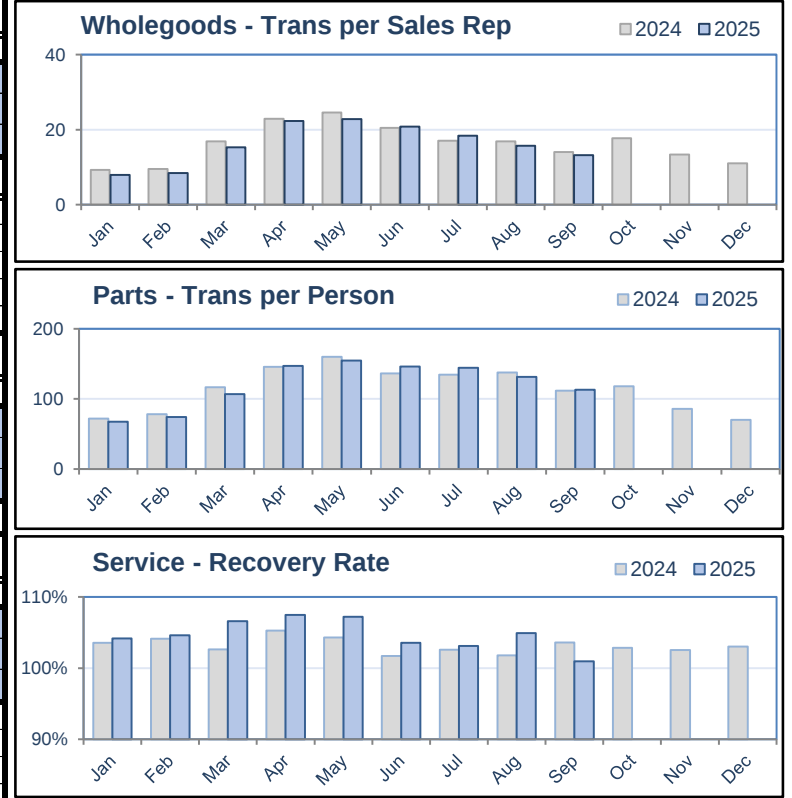


Key Performance Indicator	National	Midwest	Northeast	South	West
Wholegoods Analysis					
Averages					
Number of Sales Reps	3.9	3.7	3.5	4.0	4.2
Monthly Transactions per Sales Rep	13.2	11.2	15.3	13.8	12.5
Monthly Revenue per Sales Rep	\$31,562	\$33,657	\$34,879	\$31,494	\$21,516
Monthly Gross Profit per 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 - Historical Data



National Averages														
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	12-Month 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
	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
	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
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
	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
	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
	Fill Rate	99%	100%	99%	99%	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%
	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
	Tech Efficiency	107%	104%	105%	106%	106%	107%	111%	110%	110%	106%	106%	108%	105%

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