

Sample Business Plan for a Successful Siding Contractor in the US

Apex Siding Solutions, LLC (Colorado LLC, founded March 15, 2024). James Carter (15 years, ex-Mountain Ridge Exteriors operations lead generating \$3.2M annual revenue) provides premium siding installation to Front Range homeowners at \$6.00-\$16.00/sq. ft., targeting \$620,000 Year 1 revenue. Denver, CO. August 2024.

SECTION 1: EXECUTIVE SUMMARY

1.2 million single-family homes in Denver-Boulder metro (U.S. Census) require siding replacement due to 32-year median age and 3-5 annual hail events (NWS), creating \$115M annual serviceable market. Apex solves fragmented contractor quality via specialized installation (fiber cement/vinyl at 35% gross margin) with digital quoting and James Hardie Elite certification. We target homeowners spending \$15,000-\$22,000 per 1,800 sq. ft. project (78% sourced online per BrightLocal).

Revenue model: 42 projects Year 1 (\$14,750 avg) at 65% COGS (materials 52%, labor 13%), yielding 35% gross margin. Fixed costs: \$359,080 Year 1 (salaries \$210,000, marketing \$62,400). Path to profitability: Month 14 via scaling to 8 projects/month (6.5 Month 7-12) and reducing COGS to 62% by Year 2 through crew efficiency.

Seeking \$250,000 funding: \$100,000 owner equity, \$150,000 SBA 7(a) loan at 7.5% (120-month term, \$1,815 payment). Funds allocated: equipment \$28,000 (11.2%), vehicles \$100,000 (40%), working capital \$90,000 (36%). Enables 0.54% SOM capture (\$620,000 revenue) by Month 12 and 22% EBITDA margin by Year 3.

SECTION 2: COMPANY OVERVIEW

Colorado LLC formed March 15, 2024 for liability protection and pass-through taxation. Denver location selected for \$115M SOM (42% of Colorado's \$410M SAM) and proximity to ABC Supply Co. distributor. Ownership: James Carter (60%, \$100k equity), Linda Tran (30%, silent investor), 10% employee pool.

James Carter (CEO): Licensed CO contractor managing \$3.2M revenue at Mountain Ridge (2019-2023), OSHA 30 certified. Maria Lopez (Project Manager): 10 years construction coordination, LEED Green Associate, 35% Spanish-speaking client conversion rate at prior firm. David Kim (Marketing): Drove 28% lead growth at HomeShield Roofing via Google Ads (CAC \$42).

Date	Milestone	Status	Next Steps
Mar 15, 2024	LLC Formation	Complete	N/A
Apr 10, 2024	CO Contractor License #104928	Complete	N/A
May 1, 2024	James Hardie Elite Certification	Complete	N/A
Jun 15, 2024	First Revenue (\$8,200 project)	Complete	Scale to 3 projects/month
Aug 2024	SBA Loan Closing	Pending	Disburse funds by Aug 30
Dec 2024	4.8+ Google Rating (100 reviews)	Target	Implement CRM review requests
Feb 2025	Break-Even Cash Flow	Target	Hit 6 projects/month
Jun 2026	Expand to Fort Collins	Target	Hire foreman by Q1 2026

SECTION 3: MARKET ANALYSIS

TAM: \$28.3B U.S. siding market (IBISWorld 2024). SAM: \$410M Colorado residential (IBISWorld: 1.45% of \$28.3B). SOM: \$115M Front Range (SAM x 28% regional concentration per U.S. Census housing stock). Methodology: SAM = CO single-family homes (1.72M) x 2.5% annual replacement rate x \$1,350 avg project (JLC Statistics) = \$410M. SOM = Denver-Boulder metro homes (485,000) x same = \$115M.

Target: Homeowners 35-65, \$90k+ income (62% of Denver metro per ACS), 75% homeownership rate. Budget: \$10k-\$25k (87% financed via home equity per JLC), triggered by hail damage (41% of projects) or resale prep (33%). Buying behavior: 78% start search on Google (BrightLocal), require 3 quotes (avg. 14-day decision cycle).

Trends: Fiber cement adoption up 8.2% CAGR (James Hardie 2023) due to fire resistance; insulated siding demand +12% annually (U.S. DOE); insurance claims up 22% post-2023 Colorado hail storms (NAR); 62% labor shortage (ABC 2023) increasing pricing power.

Segment	Size (\$)	Growth Rate	Our Share Target	Rationale
Hail Damage Repair	\$46M	18%	1.2%	Insurance partnerships; 48-hour response guarantee
Full Replacement (Aging)	\$38M	5%	0.8%	Free energy audit add-on; 15% higher close rate
Curb Appeal (Resale)	\$22M	7%	0.6%	RE/MAX seminar partnerships; 3D rendering
New Construction	\$9M	12%	0.3%	Builder referrals; lower margin but steady volume

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
U.S. Siding	\$28.3B	N/A	N/A	IBISWorld 2024
Colorado Residential	N/A	\$410M	N/A	1.72M homes x 2.5% replacement x \$1,350
Front Range (Denver-Boulder)	N/A	N/A	\$115M	485,000 homes x 2.5% x \$1,350

SECTION 4: COMPETITIVE ANALYSIS

Top 4 competitors hold 32% local market share: Mountain Ridge (\$2.1M revenue, 3.8 Google stars), Colorado Siding & Window (\$1.8M, bundled services), ABC Seamless (\$1.5M, metal focus), Handyman services (sub-\$10k projects). Weaknesses: Mountain Ridge has 27% negative reviews citing scheduling delays; Colorado Siding averages 22-day quote turnaround; ABC Seamless charges 18% premium for limited customization.

Competitive advantages: 1) Specialization (siding-only vs. competitors' roofing/windows) reduces project errors by 31% (per internal audit); 2) James Hardie Elite status (top 5% of contractors) enables 7% material discount; 3) Digital quoting (24-hour turnaround vs. 9-day industry avg) lifts close rate to 38%; 4) 5-year labor warranty (vs. 2-year standard) drives 40% referral rate.

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
Mountain Ridge	\$2.1M	\$16.50/sq.ft	Brand recognition	3.8 Google stars; 27% negative reviews	4.8+ rating target; CRM review management
CO Siding & Window	\$1.8M	\$17.20/sq.ft	Bundled services	22-day quote turnaround	24-hour digital quotes
ABC Seamless	\$1.5M	\$18.00/sq.ft	Metal expertise	18% price premium; limited styles	Full material range at \$16 max
Handyman Services	\$0.8M	\$9.50/sq.ft	Low price	No licensing; 68% rework rate	CO license #104928; 0% rework YTD
DIY (Home Depot)	\$0.5M	\$7.00/sq.ft	Low cost	300% higher failure rate (JLC)	Professional installation warranty

Strengths	Weaknesses	Opportunities	Threats
James Hardie Elite certification	Limited crew capacity (2 teams)	Fort Collins expansion (2026)	Economic downturn (2025)
38% lead-to-close rate (vs 28% avg)	New brand (0 reviews)	Insulated siding demand +12%/yr	ABC Seamless franchise entry
4.9+ target Google rating	Dependent on 2 suppliers	Insurance claim partnerships	Material cost inflation (8.5% 2023)

\$5,175/project contribution margin	No warehouse (JIT delivery)	HOA contracts (12% of SOM)	CO licensing regulation changes
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SECTION 5: PRODUCTS & SERVICES

Core service: Siding installation (75% revenue) for 1,800 sq. ft. homes (\$15k-\$22k). Process: 1) Digital estimate via HomeVision 3D software; 2) Material order (3-7 day lead time); 3) 3-7 day installation by certified crews; 4) Photo documentation and 5-year labor warranty. Storm repair includes Xactimate insurance claim coordination (41% of projects).

Pricing: Cost-plus with 35% material markup + \$85/hr labor. Fiber cement at \$10.25/sq. ft (materials \$6.50, labor \$3.75) vs. competitors' \$11.50 avg. Justification: \$6.50 material cost (vs \$7.00 industry avg) via James Hardie Elite discount, validated by ABC Supply quotes.

Tier	Price	Features	Target Customer	Expected % Revenue	Gross Margin
Basic (Vinyl)	\$6.00-\$9.00/sq.ft	Mastic/Alside; 20-yr warranty	Budget-conscious; hail repair	35%	38%
Premium (Fiber Cement)	\$8.50-\$12.00/sq.ft	James Hardie; 30-yr warranty	Homeowners 45-65; resale prep	50%	34%
Elite (Insulated)	\$9.75-\$13.80/sq.ft	R-4.3 foam; energy audit	Energy-focused; \$120k+ income	15%	41%

Metric	Value	Calculation/Notes
Price per project	\$14,750	1,800 sq. ft x \$8.20 avg rate
COGS per project	\$9,600	Materials \$7,560 (52%) + Labor \$2,040 (13%)
Gross Profit per project	\$5,150	\$14,750 - \$9,600
Gross Margin %	35%	\$5,150 / \$14,750
CAC	\$58.60	\$62,400 annual marketing / 1,065 leads
LTV	\$8,200	1.2 projects x \$14,750 x 35% margin / 7.5% churn

LTV:CAC	139.6x	\$8,200 / \$58.60
Payback Period	1.7 months	CAC / (\$5,150 GP x 1.2 projects x 38% close rate)

SECTION 6: MARKETING & SALES

Go-to-market: Digital channels (70% budget) targeting high-intent keywords. Google Ads: \$3,500/month on "siding contractor Denver" (CPC \$2.40, 1,458 clicks, 59 leads at 4.1% conversion). SEO: \$1,200/month for local keywords (target top 3 ranking for 12 terms by Month 6). Referral program: \$250 Visa card driving 40% of new business.

Sales cycle: 6.2-day average. Lead-to-close: 38% (vs 28% industry avg). Stages: Lead intake (245/month) -> Consultation (62% show rate) -> Proposal (delivered in 24h) -> Close (38% rate). Conversion drivers: 3D rendering (22% higher close) and Spanish fluency (35% Hispanic client conversion).

Retention: Apex Care Plan (free annual inspection) reduces churn to 7.5% (vs 12% industry). Email newsletters drive 18% repeat project rate. Referral rewards generate \$250 CAC vs \$58.60 organic.

Channel	Monthly Budget	Expected CAC	E Conversion L Rate	Expected Customers/Month	ROI	
Google Ads	\$3,500	\$58.60	5938%	22	297%	
SEO	\$1,200	\$20.30	59	38%	22	586%
Facebook/Instagram	\$1,500	\$42.00	36	38%	14	343%
Referrals	\$833	\$250.00	3	100%	3	226%
Community Events	\$500	\$83.00	6	38%	2	77%

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Expected Leads	Expected Customers
1-3	\$3,500	\$1,500	\$1,200	\$500	\$833	\$7,533	163	62
4-6	\$3,500	\$1,500	\$1,200	\$500	\$833	\$7,533	163	62
7-9	\$3,500	\$1,500	\$1,200	\$500	\$833	\$7,533	163	62
10-12	\$3,500	\$1,500	\$1,200	\$500	\$833	\$7,533	163	62
Year 1 Total	\$42,000	\$18,000	\$14,400	\$6,000	\$10,000	\$90,400	1,956	744

SECTION 7: OPERATIONS

Daily workflow: 8am crew dispatch -> 9am site setup -> 350 sq. ft./crew/day installation -> 4pm daily review. Capacity: 2 crews (6 workers) handle 8 projects/month (1,800 sq. ft. avg). Scheduling: 2-4 week lead time. Quality control: Foreman sign-off + photo documentation at 3 stages. Safety: Daily OSHA briefings; \$14,500/year workers' comp premium (Class Code 9117).

Suppliers: ABC Supply Co. (fiber cement, 30-day terms), Roofing Supply Group (vinyl, net 15). Technology: Jobber (\$129/month, 5 users) for scheduling, QuickBooks Online (\$50/month) for accounting. Backup suppliers: Allied Building Products (fiber cement), local metal fabricator.

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
ABC Supply Co.	Fiber cement materials	\$0	Net 30 terms	Allied Building Products
Roofing Supply Group	Vinyl materials	\$0	Net 15 terms	Local lumberyards
Denver Tool & Equip	Tool rentals	\$350	Month-to-month	United Rentals
Xactimate	Estimating software	\$125	Annual license	Simsol (30-day trial)

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
Jobber	Field service management	\$129	5	Housecall Pro (\$149)
QuickBooks Online	Accounting	\$50	2	Xero (\$30)
Mailchimp	Email marketing	\$20	1	Constant Contact (\$12)
Google Workspace	Email/collaboration	\$18	4	Microsoft 365 (\$20)

SECTION 8: MANAGEMENT TEAM

Organizational structure: Flat hierarchy (CEO, 2 managers, 6 field staff). Salaries: Project Manager \$65k, Foreman \$58k, Installer \$48k (vs CO avg \$52k per BLS). Bonuses: 5% of gross profit for managers. Advisory board: Linda Tran (construction investor) provides monthly guidance.

Advisors: Robert Chen (ex-CFO, ABC Supply Denver) for supplier terms; Sarah Jones (CO contractor attorney) for compliance. Compensation: \$150/hour retainer.

Month	Role	Salary	Priority	Source	Onboarding Time
Month 1	Lead Foreman	\$58,000	High	Trade schools	30 days
Month 3	Installer	\$48,000	Medium	Craigslist	14 days
Month 6	Installer	\$48,000	Medium	Craigslist	14 days
Month 9	Operations Manager	\$72,000	High	LinkedIn	45 days

SECTION 9: FINANCIAL PLAN

Key assumptions: 15 new customers/month Year 1 (growing to 25/month Year 3), \$14,750 avg revenue per project, 65% COGS Year 1 (materials 52%, labor 13%), 38% lead-to-close rate, 7.5% monthly churn. Fixed costs: \$29,923/month (salaries \$17,500, rent \$1,800, loan \$1,815). Variable costs: 65% of revenue.

Revenue growth driven by: 1) Google Ads scaling to \$3,500/month (145 leads at \$24.14 CAC); 2) Referral program (40% of new business); 3) Crew capacity expansion (3 crews by Year 3). COGS reduction to 62% by Year 2 via bulk material discounts and labor efficiency.

Cost structure: 65% variable (COGS), 35% fixed (opex). Fixed costs scale linearly with crew additions (\$42k/year per crew). Marketing is 10% of revenue (industry standard for contractors per JLC).

Funding: \$250,000 total. \$100,000 equity, \$150,000 SBA loan. Runway: 14 months. Milestones: Break-even at Month 14, \$1.4M revenue Year 3, SBA repayment by Year 3 end.

Category	Item	Cost	Notes
Legal/Formation	LLC filing	\$50	CO Secretary of State fee
Licenses/Permits	Contractor license	\$250	CO Board of Licensur
Equipment	Siding tools	\$18,000	Nail guns, cutters, ladders
Equipment	Safety gear	\$10,000	PPE, harnesses
Technology	Software setup	\$5,000	Jobber, QuickBooks, Xactimat
Marketing	Branding	\$1,000	Logo, van wraps

Marketing	Launch ads	\$7,000	Google/Facebook budget
Working Capital	3-month reserve	\$30,000	\$30,000 opex
Insurance	Annual premium	\$12,000	GL, workers' comp
Professional Fees	Accounting setup	\$2,500	Bookkeeper system
Website	Development	\$1,000	Wix Pro Contract template
Office Setup	Shared workspace deposit	\$1,800	1,200 sq. ft. @ \$1.50/sq
Branding	Business cards/signage	\$1,200	Local print shop
Training	OSHA certification	\$1,500	3 staff @ \$500
Contingency	10% buffer	\$25,000	10% of \$250,000
Total		\$250,000	

Category	Monthly Cost	Annual Cost	Notes
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Rent	Fixed \$1,800	\$21,600	Shared workspace
Salaries	Fixed \$17,500	\$210,000	CEO \$7k, PM \$5.4k, Foreman \$4.8k, Installer \$4k
Benefits	Fixed \$3,500	\$42,000	20% of payroll
Insurance	Fixed \$1,208	\$14,500	Workers' comp + GL
Software	Fixed \$600	\$7,200	Jobber, QuickBooks, Mailchimp
Utilities	Fixed \$200	\$2,400	Internet/phone
Marketing	Variable \$5,200	\$62,400	8.4% of Year 1 revenue
Vehicle Lease	Variable \$1,000	\$12,000	Fuel/maintenance
Loan Payment	Fixed \$1,815	\$21,780	SBA 7(a) 7.5% 10-year
Supplies	Variable \$800	\$10,000	Materials buffer
Professional Services	Fixed \$500	\$6,000	Accounting
Miscellaneous	Variable \$800	\$10,000	Unexpected costs
Fixed Total	\$25,623	\$307,480	
Variable Total	\$7,866	\$94,392	

Combined Total		\$33,489	\$401,872
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Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Year 1 Total
Revenue	\$28,000	\$35,000	\$42,000	\$49,000	\$56,000	\$63,000	\$70,000	\$77,000	\$84,000	\$91,000	\$98,000	\$105,000	\$728,000
COGS	\$18,200	\$22,750	\$27,300	\$31,850	\$36,400	\$40,950	\$45,500	\$50,050	\$54,600	\$59,150	\$63,700	\$68,250	\$473,200
Gross Profit	\$9,800	\$12,250	\$14,700	\$17,150	\$19,600	\$22,050	\$24,500	\$26,950	\$29,400	\$31,850	\$34,300	\$36,750	\$254,800
Marketing	\$5,200	\$5,200	\$5,200	\$5,200	\$5,200	\$5,200	\$5,200	\$5,200	\$5,200	\$5,200	\$5,200	\$5,200	\$62,400
Salaries	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$210,000
Rent	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$21,600
Software	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$7,200
Insurance	\$1,208	\$1,208	\$1,208	\$1,208	\$1,208	\$1,208	\$1,208	\$1,208	\$1,208	\$1,208	\$1,208	\$1,208	\$14,500
Other OpEx	\$5,315	\$5,315	\$5,315	\$5,315	\$5,315	\$5,315	\$5,315	\$5,315	\$5,315	\$5,315	\$5,315	\$5,315	\$63,780
Total OpEx	\$31,623	\$31,623	\$31,623	\$31,623	\$31,623	\$31,623	\$31,623	\$31,623	\$31,623	\$31,623	\$31,623	\$31,623	\$379,476
EBITDA	-\$21,823	-\$19,373	-\$16,923	-\$14,473	-\$12,023	-\$9,573	-\$7,123	-\$4,673	-\$2,223	\$227	\$2,677	\$5,127	-\$124,676
Depreciation	\$2,333	\$2,333	\$2,333	\$2,333	\$2,333	\$2,333	\$2,333	\$2,333	\$2,333	\$2,333	\$2,333	\$2,333	\$28,000
EBIT	-\$24,156	-\$21,706	-\$19,256	-\$16,806	-\$14,356	-\$11,906	-\$9,456	-\$7,006	-\$4,556	-\$2,106	\$344	\$2,794	-\$152,676
Interest	\$938	\$938	\$938	\$938	\$938	\$938	\$938	\$938	\$938	\$938	\$938	\$938	\$11,250
Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Net Income	-\$25,094	-\$22,644	-\$20,194	-\$17,744	-\$15,294	-\$12,844	-\$10,394	-\$7,944	-\$5,494	-\$3,044	-\$694	\$1,856	-\$163,926

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Beginning Cash	\$90,000	\$64,906	\$42,262	\$22,068	\$4,324	-\$10,970	-\$23,814	-\$34,208	-\$42,152	-\$47,646	-\$50,690	-\$51,384
Cash In (Revenue)	\$28,000	\$35,000	\$42,000	\$49,000	\$56,000	\$63,000	\$70,000	\$77,000	\$84,000	\$91,000	\$98,000	\$105,000
Cash In (Funding)	\$160,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Cash In	\$188,000	\$35,000	\$42,000	\$49,000	\$56,000	\$63,000	\$70,000	\$77,000	\$84,000	\$91,000	\$98,000	\$105,000

Cash Out (COGS)	\$18,200	\$22,750	\$27,300	\$31,850	\$36,400	\$40,950	\$45,500	\$50,050	\$54,600	\$59,150	\$63,700	\$68,250
Cash Out (OpEx)	\$21,623	\$21,623	\$21,623	\$21,623	\$21,623	\$21,623	\$21,623	\$21,623	\$21,623	\$21,623	\$21,623	\$21,623
Cash Out (CapEx)	\$50,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Cash Out (Debt)	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815
Total Cash Out	\$91,623	\$46,188	\$50,738	\$55,288	\$59,838	\$64,388	\$68,938	\$73,488	\$78,038	\$82,588	\$87,138	\$91,688
Net Cash Flow	\$96,377	-\$11,188	-\$8,738	-\$6,288	-\$3,838	-\$1,388	\$1,062	\$3,512	\$5,962	\$8,412	\$10,862	\$13,312
Ending Cash	\$64,906	\$42,262	\$22,068	\$4,324	-\$10,970	-\$23,814	-\$22,752	-\$19,240	-\$13,278	-\$4,866	\$1,172	\$14,488

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	\$728,000	\$250,000	\$300,000	\$350,000	\$400,000	\$425,000	\$450,000	\$475,000	\$500,000	\$1,850,000
COGS	\$473,200	\$155,000	\$186,000	\$217,000	\$248,000	\$263,500	\$279,000	\$294,500	\$310,000	\$1,147,000
Gross Profit	\$254,800	\$95,000	\$114,000	\$133,000	\$152,000	\$161,500	\$171,000	\$180,500	\$190,000	\$703,000
OpEx	\$379,476	\$95,000	\$95,000	\$95,000	\$95,000	\$110,000	\$110,000	\$110,000	\$110,000	\$440,000
EBITDA	-\$124,676	\$0	\$19,000	\$38,000	\$57,000	\$51,500	\$61,000	\$70,500	\$80,000	\$263,000
Net Income	-\$163,926	-\$12,000	\$8,000	\$25,000	\$42,000	\$38,000	\$47,000	\$56,000	\$65,000	\$206,000
Ending Cash	\$14,488	\$2,488	\$20,488	\$58,488	\$112,488	\$160,488	\$220,488	\$283,488	\$351,488	\$351,488

Metric	Value	Calculation
Monthly Fixed Costs	\$25,623	From OpEx table (ex-variable)
Variable Cost per Project	\$9,600	COGS per \$14,750 project
Price per Project	\$14,750	Avg. project value
Contribution Margin per Unit	\$5,150	\$14,750 - \$9,600

Contribution Margin %	35%	\$5,150 / \$14,750
Break-Even Units per Month	5	\$25,623 / \$5,150
Break-Even Revenue per Month	\$73,750	5 projects x \$14,750
Expected Break-Even Month	Month 10	Per P&L: positive EBITDA Month 10
Safety Margin	14.3%	$(\$91,000 \text{ M10 revenue} - \$73,750) / \$91,000$

Metric	Y1	Y2	Y3	Industry Benchmark
Gross Margin %	35.0%	37.5%	38.0%	35-40% (JLC)
Operating Margin %	-17.4%	3.1%	14.2%	5-10% (JLC)
Net Profit Margin %	-22.5%	2.6%	11.1%	3-8% (JLC)
Current Ratio	1.2	1.8	2.5	1.5+ (healthy)
Quick Ratio	0.9	1.4	2.1	1.0+ (healthy)
CAC Payback Period	1.7 months	1.5 months	1.3 months	6-18 months (SaaS)
LTV:CAC Ratio	139.6x	152.0x	165.0x	3:1+ (healthy)
Monthly Burn Rate	\$13,661	N/A	N/A	N/A
Runway (months)	6.6	N/A	N/A	N/A

SECTION 10: RISK ANALYSIS

Top risks: 1) Material cost inflation (Probability 4/5, Impact 5/5) - 8.5% annual increase per JLC erodes margins; 2) Hail season volatility (Probability 3/5, Impact 4/5) - 70% of Colorado storms occur May-August causing uneven workflow; 3) Labor shortage (Probability 4/5, Impact 4/5) - 62% contractors report hiring difficulties (ABC 2023).

Mitigation: 1) Multi-vendor sourcing (ABC Supply + Allied Building) with 5% price-lock clauses; 2) Diversify into insulation upgrades (12% annual growth) to offset storm season gaps; 3) \$5k signing bonus + \$3/hr premium over market (\$31/hr vs \$28/hr BLS) for certified installers.

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
Material cost inflation	4	5	20	Multi-vendor contracts with 5% price locks	Pass 50% cost to customers via fuel surcharge	Carter
Hail season volatility	3	4	12	Insulated siding promo (12% growth market)	Partner with roofers for bundled storm packages	Lopez
Labor shortage	4	4	16	\$5k signing bonus; \$31/hr wage	Train 2 apprentices/month (CO grant funded)	Mendez
SBA loan denial	2	5	10	Pre-approval from 3 SBA lenders	Owner equity increase to \$150k	Carter
Insurance claim disputes	3	3	9	Xactimate-certified estimators	Third-party adjuster partnership	Lopez
Reputation damage	2	4	8	CRM review management; 100% satisfaction guarantee	\$500 project credit for dissatisfied clients	Kim
Economic downturn	3	4	12	Focus on insurance repair (41% of projects)	Introduce \$9,900 vinyl repair package	Carter
Regulatory changes	2	3	6	Monthly compliance audits	Legal retainer with CO contractor attorney	Carter

SECTION 11: IMPLEMENTATION TIMELINE

Priority 1: Achieve break-even by Month 10 via scaling to 7 projects/month. Critical path: SBA loan closing (Month 1), Google Ads optimization (Month 3), James Hardie certification renewal (Month 6). Dependencies: Loan funding enables vehicle purchase; certification requires 3 completed projects.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
1	SBA Loan Closing	\$150k disbursement	Bank docs, CO license	Funds received by Aug 30	Carter
1	Crew Hiring	2 certified installers	\$10k recruitment budget	Start work by Day 10	Mendez
2	Google Ads Launch	10 live campaigns	\$3,500 budget, keywords	59 leads at \$58.60 CAC	Kim
3	First 10 Projects	10 completed jobs	Material orders, scheduling	4.5+ Google rating	Lopez
4	Referral Program Launch	Client email campaign	\$250 Visa cards	15% referral rate	Kim
5	Break-Even Projection	Cash flow model	Financial data	Positive EBITDA Month 10	Carter
6	James Hardie Renewal	Certification docs	3 project portfolios	Elite status maintained	Carter
7	Insurance Partnerships	3 signed agreements	Claims process docs	20% hail repair projects	Lopez
8	Process Documentation	Operations manual	Field data	100% crew compliance	Mendez
9	Year 2 Budget Finalized	Financial model	Y1 performance data	\$1.29M revenue target	Carter
10	Break-Even Achieved	Positive cash flow	7 projects completed	\$227 EBITDA Month 10	Carter
12	Year 1 Review	Performance report	All financials	4.8+ Google rating (100 reviews)	Carter