



## HOW TO PRESENT THE INDUSTRY DATA AND INDUSTRY DATA WITH COMPANY COMPARISONS REPORTS

Financial professionals leverage the ProfitCents database with automated industry reports to provide insights and client benchmarking to attract and strength client relationships. Use the Industry Data and Industry Data with Company Comparisons reports to help explore a client's industry, and reveal key trends, opportunities, and challenges.

About our data:

- Largest private-company database
- Over 1,400 industries covered, including industry-specific key performance indicators
- Sourced from a cooperative data model from CPA firms, financial institutions and community banks
- Data is cleansed through a five-filter method to confirm accurate and robust data
- Can be segmented by for-profit organizations, as well as non-profits organizations
- Reflects economic conditions of the industry by including different filtering options of the industry averages



### PRESENTING TIPS: INDUSTRY DATA REPORT

Industry-Specific Metric	Last 12 Months	2020	2019	Last 5 Years	All Years
Food Costs to Sales	27.60% (77)	27.20% (92)	27.20% (144)	26.60% (749)	26.90% (3140)
Sales per Seat	\$13,595 (3)	\$13,595 (3)	\$14,746 (8)	\$13,730 (65)	\$11,971 (843)
Sales per Square Foot	\$559.54 (4)	\$559.54 (4)	\$501.77 (10)	\$431.82 (75)	\$392.72 (820)
Direct Labor Ratio	32.00% (56)	31.10% (66)	28.20% (110)	29.00% (465)	28.30% (1333)
Food Costs to Food Sales	35.60% (48)	35.20% (58)	35.30% (100)	34.50% (529)	34.60% (2003)
Beverage Costs to Beverage Sales	23.20% (49)	23.80% (59)	25.20% (91)	26.00% (458)	27.70% (1653)
Revenue per Employee	\$44,241 (8)	\$44,241 (8)	\$67,728 (24)	\$65,544 (161)	\$54,546 (3725)
Beverage Costs to Sales	4.30% (65)	4.60% (77)	6.30% (113)	6.40% (598)	7.00% (2069)

- Open the conversation in new business meetings or prospecting— do your research prior to bringing in a client, or asking for their financials.
- Build rapport and confidence as their financial professionals, and start engagement early
- Identify pain points in the industry that your client may have been unaware of
- Present in the beginning of a relationship to show that you're invested in your clients and understand nuances of the industry
- Filter it to your state or region to get a better focus and target point that's been localized
- Export it to a Word document to add more or less recommendations

### PRESENTING TIPS: INDUSTRY DATA WITH COMPANY COMPARISONS REPORT

What is common size?

Industry Data  
(Number of Financial Statements)

Financial Metric	Company Data	Recent 12 Months (591)	2020 (612)	2019 (1713)	2000-Present (24737)
Sales (Income)	100.00%	100.00%	100.00%	100.00%	100.00%
Cost of Sales (COGS)	52.72%	57.44%	57.44%	57.33%	54.33%
Gross Profit	47.28%	42.56%	42.67%	45.67%	42.77%
Depreciation	0.62%	2.10%	2.12%	4.32%	4.91%
Amortization	0.00%	0.00%	0.00%	0.00%	0.00%
Overhead or S,G,& A Expenses	20.87%	26.38%	26.58%	26.87%	26.46%
Other Operating Income	0.00%	0.00%	0.00%	0.00%	0.00%
Other Operating Expenses	0.00%	5.01%	4.98%	6.48%	6.02%
Operating Profit	25.79%	9.07%	8.99%	8.00%	5.38%
Interest Expense	0.01%	0.78%	0.78%	1.04%	1.06%
Other Income	0.04%	0.25%	0.25%	0.26%	0.22%
Other Expenses	0.15%	0.04%	0.04%	0.09%	0.09%
Net Profit Before Taxes	25.67%	8.51%	8.43%	7.13%	4.45%
Adjusted Owner's Compensation	0.00%	0.00%	0.00%	0.00%	0.00%
Adjusted Net Profit Before Taxes	25.67%	8.51%	8.43%	7.13%	4.45%
EBITDA	26.30%	11.39%	11.34%	12.49%	10.41%
Taxes Paid	0.05%	1.22%	1.50%	1.40%	1.50%
Extraordinary Gain	0.00%	--	--	--	--
Extraordinary Loss	0.00%	--	--	--	--
Net Income	25.61%	7.28%	6.93%	5.73%	2.96%

- Benchmark your client against the industry to identify threat and opportunity areas
- Provide monthly or quarterly reports to show client's progress
- Discuss areas to strive for and set goals
- Utilize common size statements to review and identify ideal budgets
- Analyze clients using proportional comparison to common size statements
- Export it to Word, PDF, or Excel to further customize your presentation to add more personal connection

About ProfitCents:

ProfitCents is a financial information company that provides accounting, risk management, financial analysis and business valuation technology solutions to financial services firms and financial institutions. Our mission is to make complicated financial information easier to understand and analyze. Thousands of accounting firms, banks, credit unions, valuation firms and private companies use our applications and information to analyze private-company performance, determine the value of businesses, understand industry trends and assess the credit risk of borrowers. ProfitCents provides the largest real-time database of private-company financial statement information in the United States.

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