

Key Performance Indicator	National	Midwest	Northeast	South	West
Wholegoods Averages					
Total Number of Invoices	31.4	20.4	23.2	37.4	47.6
Total Sales Revenue	\$80,927	\$64,690	\$75,500	\$90,880	\$88,817
Total Sales Cost	\$66,986	\$53,775	\$62,402	\$76,220	\$69,216
Total Gross Profit*	\$13,941	\$10,915	\$13,098	\$14,660	\$19,601
Gross Profit %	17.2%	16.9%	17.3%	16.1%	22.1%
Avg Revenue per Invoice	\$2,575	\$3,171	\$3,256	\$2,429	\$1,865
Avg Cost of Goods per Invoice	\$2,131	\$2,636	\$2,691	\$2,037	\$1,453
Avg Gross Profit per Invoice	\$444	\$535	\$565	\$392	\$412

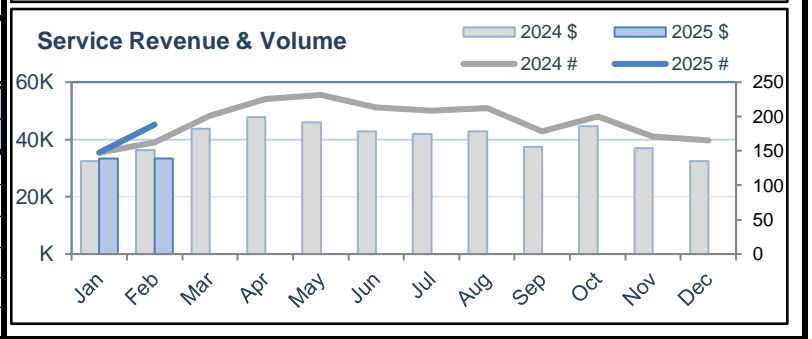
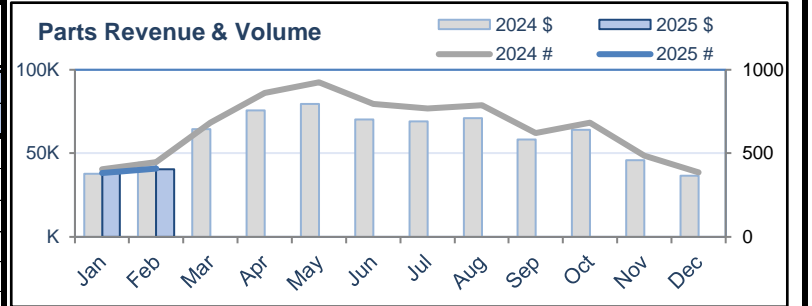
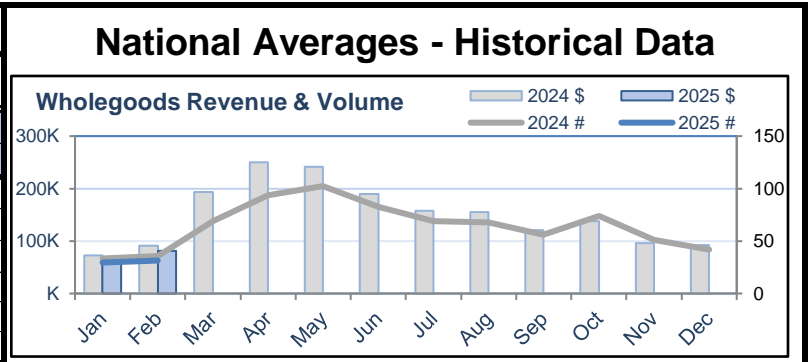
Total Dealerships Included: 1329 361 238 579 150

Key Performance Indicator	National	Midwest	Northeast	South	West
Parts Averages					
Total Number of Invoices	408.7	273.9	331.0	491.4	520.8
Total Parts Revenue	\$40,633	\$27,693	\$33,882	\$48,174	\$51,977
Total Parts Cost of Goods	\$25,959	\$17,910	\$21,716	\$30,701	\$32,917
Total Gross Profit*	\$14,674	\$9,783	\$12,166	\$17,473	\$19,059
Gross Profit %	36.1%	35.3%	35.9%	36.3%	36.7%
Avg Revenue per Invoice	\$99	\$101	\$102	\$98	\$100
Avg Cost of Goods per Invoice	\$64	\$65	\$66	\$62	\$63
Avg Gross Profit per Invoice	\$36	\$36	\$37	\$36	\$37

Total Dealerships Included: 1172 327 187 519 138

Key Performance Indicator	National	Midwest	Northeast	South	West
Service Averages					
Total Number of Work Orders	188.3	157.8	169.9	205.9	204.5
Total Service Revenue	\$33,414	\$35,552	\$34,869	\$32,754	\$29,490
Total Service Cost of Goods	\$11,700	\$11,796	\$13,507	\$11,496	\$9,718
Total Gross Profit*	\$21,713	\$23,756	\$21,362	\$21,258	\$19,772
Gross Profit %	65.0%	66.8%	61.3%	64.9%	67.0%
Avg Revenue per Invoice	\$177	\$225	\$205	\$159	\$144
Avg Cost of Goods per Invoice	\$62	\$75	\$79	\$56	\$48
Avg Gross Profit per Invoice	\$115	\$151	\$126	\$103	\$97

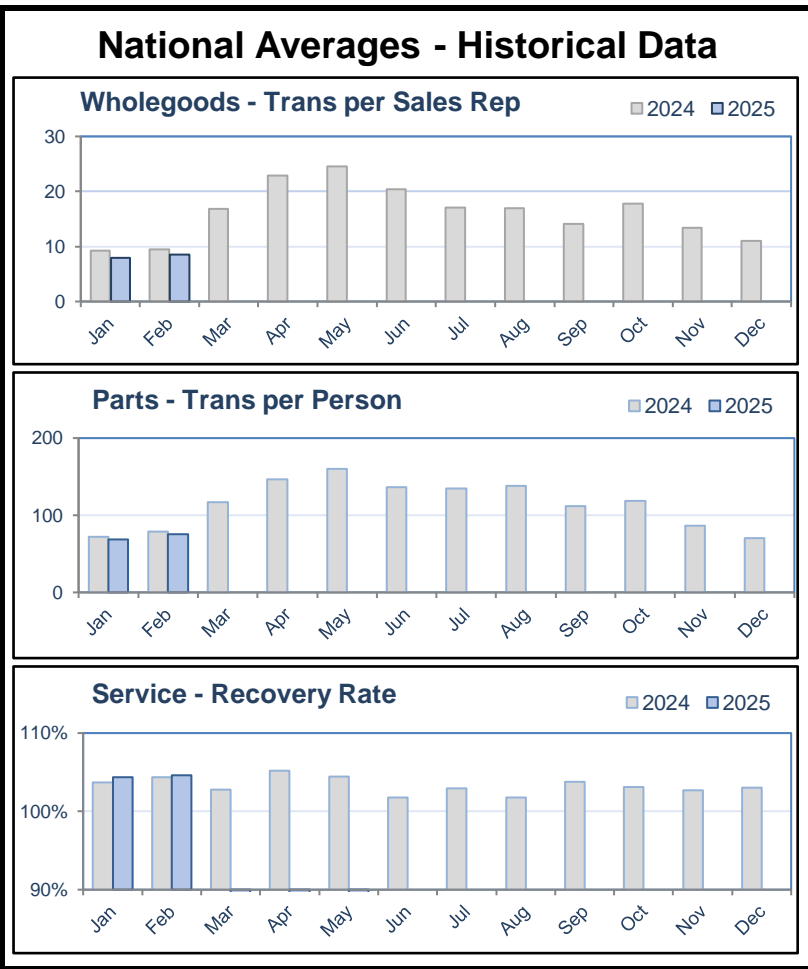
Total Dealerships Included: 1076 259 175 524 118



National Averages		Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	12-Month Average
Wholegoods	Invoice Count	35.8	69.2	93.6	102.4	82.4	69.2	67.6	55.7	73.8	50.8	41.9	29.5	31.4	64.0
	Total Revenue	\$90,992	\$193,020	\$250,154	\$241,586	\$189,273	\$157,331	\$154,741	\$120,874	\$137,392	\$96,613	\$91,765	\$66,308	\$80,927	\$148,332
Parts	Invoice Count	445.7	684.8	863.0	925.0	794.6	767.2	786.9	621.3	684.2	486.9	385.9	382.2	408.7	649.2
	Total Revenue	\$44,275	\$64,566	\$75,661	\$79,448	\$70,115	\$69,183	\$71,067	\$58,441	\$64,214	\$45,945	\$36,737	\$38,072	\$40,633	\$59,507
Service	Invoice Count	162.4	200.6	225.1	231.4	212.8	208.8	212.4	178.3	200.1	170.8	165.6	147.6	188.3	195.1
	Total Revenue	\$36,294	\$43,743	\$47,746	\$45,942	\$42,787	\$41,872	\$42,746	\$37,400	\$44,602	\$36,921	\$32,482	\$33,242	\$33,414	\$40,241

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

Key Performance Indicator	National	Midwest	Northeast	South	West
Wholegoods Analysis					
Averages					
Number of Sales Reps	3.4	3.0	3.0	3.6	4.0
Monthly Transactions per Sales Rep	8.5	6.0	7.8	9.9	10.5
Monthly Revenue per Sales Rep	\$21,868	\$18,991	\$23,262	\$24,011	\$18,069
Monthly Gross Profit per Sales Rep	\$3,666	\$3,240	\$3,891	\$3,739	\$4,021
Gross Profit % - Top Product Lines (by volume)					
Chainsaw	21%	20%	21%	20%	22%
Blower	20%	19%	17%	19%	21%
Lawnmower	15%	16%	16%	16%	19%
Trimmer	18%	19%	18%	20%	23%
Snowblower	19%	18%	17%	18%	23%
Parts Analysis					
Total Dealerships Included: 1329 361 238 579 150					
Number of Counter Personnel	6.1	5.9	5.6	6.2	7.0
Monthly Transactions per Person	75.1	58.0	77.8	83.3	81.6
Monthly Revenue per Person	\$7,213	\$5,672	\$7,785	\$7,905	\$7,500
Monthly Gross Profit per Person	\$2,688	\$2,040	\$2,807	\$2,995	\$2,905
Fill Rate	98%	99%	97%	98%	97%
Service Analysis					
Total Dealerships Included: 1172 327 187 519 138					
Number of Technicians	4.6	4.4	4.4	4.7	4.8
Monthly Billed Hours per Tech.	115.8	206.0	99.3	71.5	79.0
Department Recovery Rate	105%	106%	109%	101%	99%
Tech Efficiency	107%	110%	111%	104%	99%
Total Hours Worked	151.3	180.8	129.4	135.0	168.3
Total Billed Hours	1234.3	1992.0	492.3	1242.3	479.5
Average Completion Time (hours)	15.9	16.1	19.1	14.1	17.1
Parts to Labor Ratio	96%	80%	89%	115%	81%



National Averages		Historical Trend												12-Month Average	
		Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	
Wholegoods Analysis	Transactions / rep	9.5	16.9	22.9	24.6	20.4	17.0	16.9	14.1	17.7	13.4	11.1	8.0	8.5	16.0
	Revenue / rep	\$24,029	\$47,494	\$60,746	\$57,026	\$46,319	\$37,907	\$37,232	\$29,870	\$32,861	\$24,542	\$23,215	\$17,553	\$21,868	\$36,386
	Gross Profit / rep	\$4,052	\$7,886	\$10,249	\$9,708	\$8,033	\$6,606	\$6,490	\$5,306	\$5,935	\$4,508	\$4,050	\$3,168	\$3,666	\$6,300
Parts Analysis	Transactions / person	78.5	116.8	146.3	160.5	136.5	134.7	137.9	111.8	118.3	86.3	70.4	68.6	75.1	113.6
	Revenue / person	\$7,426	\$10,716	\$12,468	\$13,367	\$11,737	\$11,704	\$12,076	\$10,156	\$10,719	\$7,828	\$6,408	\$6,511	\$7,213	\$10,075
	Gross Profit / person	\$2,792	\$4,035	\$4,730	\$5,126	\$4,453	\$4,432	\$4,565	\$3,727	\$4,010	\$2,837	\$2,255	\$2,398	\$2,688	\$3,771
	Fill Rate	99%	99%	99%	99%	98%	99%	102%	99%	100%	99%	99%	98%	98%	99%
Service Analysis	Recovery Rate	104%	103%	105%	104%	102%	103%	102%	104%	103%	103%	103%	104%	105%	103%
	Avg Completion Time	16.2	14.0	13.2	11.7	12.4	13.4	12.9	14.1	14.1	14.6	16.7	17.3	15.9	14.2
	Tech Efficiency	107%	105%	108%	107%	104%	106%	105%	107%	105%	105%	106%	106%	107%	106%

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