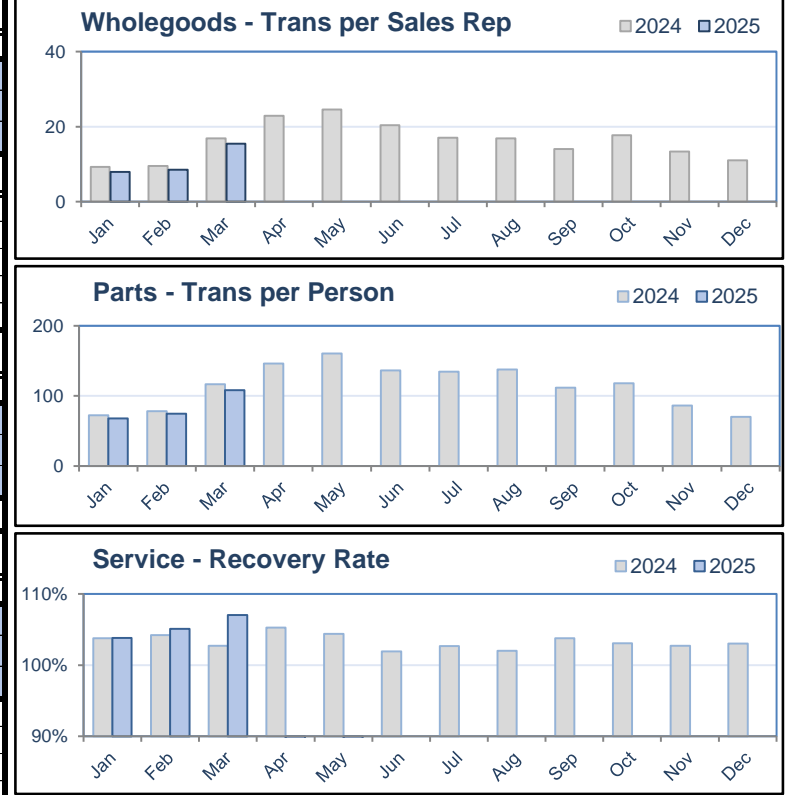


Key Perfomance Indicator		National	Midwest	Northeast	South	West	National Averages - Historical Data											
Wholegoods		Averages					Wholegoods Revenue & Volume											
Total Number of Invoices		64.3	47.9	54.6	76.4	73.6	2024 \$ 2025 \$											
Total Sales Revenue		\$189,322	\$189,303	\$174,419	\$209,487	\$131,160	2024 # 2025 #											
Total Sales Cost		\$158,608	\$158,397	\$145,902	\$176,797	\$105,502												
Total Gross Profit*		\$30,713	\$30,906	\$28,516	\$32,691	\$25,659												
Gross Profit %		16.2%	16.3%	16.3%	15.6%	19.6%												
Avg Revenue per Invoice		\$2,946	\$3,953	\$3,196	\$2,741	\$1,781												
Avg Cost of Goods per Invoice		\$2,468	\$3,308	\$2,674	\$2,314	\$1,433												
Avg Gross Profit per Invoice		\$478	\$645	\$523	\$428	\$349												
Total Dealerships Included:		1395	397	239	608	150												
Parts		Averages					Parts Revenue & Volume											
Total Number of Invoices		642.0	446.7	472.3	805.3	710.7	2024 \$ 2025 \$											
Total Parts Revenue		\$62,742	\$43,254	\$53,751	\$76,311	\$69,239	2024 # 2025 #											
Total Parts Cost of Goods		\$39,669	\$27,150	\$34,349	\$48,111	\$44,336												
Total Gross Profit*		\$23,073	\$16,104	\$19,402	\$28,200	\$24,904												
Gross Profit %		36.8%	37.2%	36.1%	37.0%	36.0%												
Avg Revenue per Invoice		\$98	\$97	\$114	\$95	\$97												
Avg Cost of Goods per Invoice		\$62	\$61	\$73	\$60	\$62												
Avg Gross Profit per Invoice		\$36	\$36	\$41	\$35	\$35												
Total Dealerships Included:		1253	350	197	563	142												
Service		Averages					Service Revenue & Volume											
Total Number of Work Orders		249.5	216.5	256.2	264.6	244.6	2024 \$ 2025 \$											
Total Service Revenue		\$45,588	\$46,870	\$53,746	\$43,641	\$38,475	2024 # 2025 #											
Total Service Cost of Goods		\$15,507	\$15,095	\$19,974	\$14,990	\$11,814												
Total Gross Profit*		\$30,081	\$31,775	\$33,771	\$28,651	\$26,661												
Gross Profit %		66.0%	67.8%	62.8%	65.7%	69.3%												
Avg Revenue per Invoice		\$183	\$217	\$210	\$165	\$157												
Avg Cost of Goods per Invoice		\$62	\$70	\$78	\$57	\$48												
Avg Gross Profit per Invoice		\$121	\$147	\$132	\$108	\$109												
Total Dealerships Included:		1107	268	182	533	123												
National Averages		Historical Trend													12-Month			
Historical Trend		Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Average			
Wholegoods	Invoice Count	69.2	93.6	102.3	82.4	69.1	67.6	55.7	73.7	50.8	41.8	29.3	31.4	64.3	63.5			
	Total Revenue	\$193,254	\$250,248	\$241,594	\$189,265	\$157,411	\$154,729	\$120,917	\$137,319	\$96,532	\$91,701	\$65,881	\$81,354	\$189,322	\$148,023			
Parts	Invoice Count	684.7	861.9	924.0	793.7	766.3	785.9	620.5	683.2	486.2	385.7	378.8	406.8	642.0	644.6			
	Total Revenue	\$64,548	\$75,592	\$79,374	\$70,044	\$69,147	\$71,007	\$58,393	\$64,140	\$45,895	\$36,717	\$37,727	\$40,467	\$62,742	\$59,270			
Service	Invoice Count	200.1	224.5	230.8	212.1	208.2	211.9	177.9	199.6	170.3	165.2	138.7	149.7	249.5	194.9			
	Total Revenue	\$43,736	\$47,777	\$45,867	\$42,854	\$41,924	\$42,659	\$37,445	\$44,570	\$36,872	\$32,545	\$33,358	\$33,400	\$45,588	\$40,405			

*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	4.0	3.7	3.5	4.3	4.5
Monthly Transactions per Sales Rep	15.4	11.9	16.6	17.4	14.9
Monthly Revenue per Sales Rep	\$45,750	\$48,199	\$48,629	\$48,222	\$24,751
Monthly Gross Profit per Sales Rep	\$7,437	\$7,825	\$7,914	\$7,609	\$4,970
Gross Profit % - Top Product Lines (by volume)					
Lawnmower	15%	16%	16%	16%	19%
Blower	18%	19%	17%	19%	21%
Chainsaw	21%	20%	21%	20%	22%
Trimmer	19%	19%	18%	20%	23%
Split Boom	20%	19%	17%	18%	21%
Parts Analysis					
Total Dealerships Included:	1395	397	239	608	150
Number of Counter Personnel	6.6	6.3	5.8	6.8	7.3
Monthly Transactions per Person	108.3	82.8	113.5	124.3	100.9
Monthly Revenue per Person	\$10,311	\$7,646	\$12,465	\$11,468	\$9,313
Monthly Gross Profit per Person	\$3,865	\$2,740	\$4,530	\$4,428	\$3,483
Fill Rate	98%	98%	98%	98%	97%
Service Analysis					
Total Dealerships Included:	1253	350	197	563	142
Number of Technicians	4.9	4.7	4.7	5.0	5.2
Monthly Billed Hours per Tech.	229.1	296.9	546.6	74.1	140.4
Department Recovery Rate	107%	112%	111%	101%	102%
Tech Efficiency	111%	115%	114%	105%	108%
Total Hours Worked	197.2	227.3	191.3	147.7	302.7
Total Billed Hours	3002.0	3449.1	7298.1	1145.3	2098.1
Average Completion Time (hours)	15.0	14.7	20.1	12.8	15.7
Parts to Labor Ratio	98%	79%	92%	116%	85%
Total Dealerships Included:	1107	268	182	533	123

National Averages - Historical Data



National Averages														12-Month
Historical Trend														Average
		Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25
Wholegoods Analysis	Transactions / rep	16.9	22.9	24.6	20.4	17.0	16.9	14.1	17.7	13.4	11.1	7.9	8.5	15.4
	Revenue / rep	\$47,557	\$60,832	\$57,047	\$46,315	\$37,937	\$37,243	\$29,920	\$32,854	\$24,534	\$23,205	\$17,453	\$21,877	\$45,750
	Gross Profit / rep	\$7,895	\$10,265	\$9,717	\$8,035	\$6,610	\$6,490	\$5,312	\$5,931	\$4,508	\$4,050	\$3,147	\$3,641	\$7,437
Parts Analysis	Transactions / person	116.7	146.1	160.3	136.4	134.5	137.7	111.7	118.2	86.2	70.4	68.0	74.9	108.3
	Revenue / person	\$10,713	\$12,459	\$13,357	\$11,730	\$11,696	\$12,064	\$10,148	\$10,711	\$7,820	\$6,404	\$6,462	\$7,197	\$10,311
	Gross Profit / person	\$4,033	\$4,726	\$5,122	\$4,450	\$4,428	\$4,561	\$3,724	\$4,007	\$2,835	\$2,253	\$2,380	\$2,683	\$3,865
	Fill Rate	99%	99%	99%	98%	99%	102%	99%	100%	99%	99%	98%	98%	98%
Service Analysis	Recovery Rate	103%	105%	104%	102%	103%	102%	104%	103%	103%	103%	104%	105%	107%
	Avg Completion Time	14.0	13.2	11.7	12.5	13.4	12.9	14.2	14.0	14.6	16.7	17.2	15.9	15.0
	Tech Efficiency	105%	108%	107%	104%	106%	105%	107%	105%	105%	106%	106%	108%	111%

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