# Break-Even Analysis Guide For Tradies



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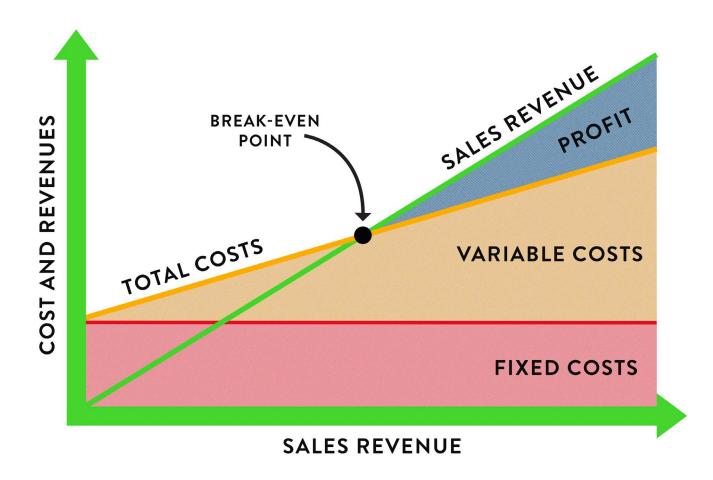
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NOTE: The following guide provides suggestions only. Please consult a professional accountant or bookeeper, if required.

### What is the break-even point?



The **break-even point** indicates the sales revenue you'll need to cover the exact cost of running your trade business.

If your business is operating at the break-even point, you're not making or losing money. This is the perfect situation for surviving the sh\*t storm.

If your business is operating above the break-even point, you're making profit, and thriving.

If your business is operating below the break-even point, you're making a loss. Keep your business afloat by conducting a break-even analysis as soon as possible.

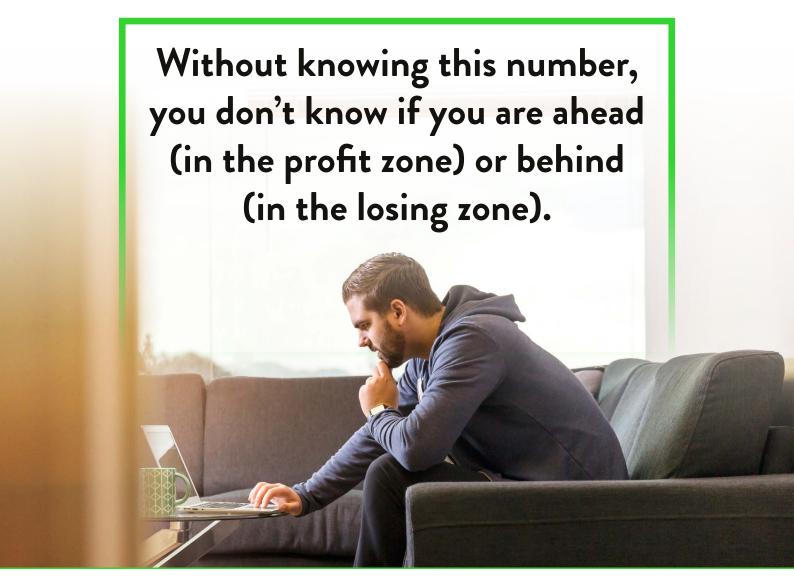
# When do I need to calculate my break-even?

In regular circumstances, this needs to be done on a quarterly basis.

During the current climate, you need to be doing this NOW!

# Why do I need to calculate my break-even?

Your break-even point gives you a target to help you understand exactly how many sales you need to make each month, each week, each day, to break-even.



# How do I calculate the break-even point of my trade business?

#### 1. Strip costs out of your P&L

Firstly, you should review every line of your Profit & Loss (P&L), stripping every cost that does not give you a Return on Investment (ROI).

SALES/INCOME				
Residential	\$ 150,000			
Strata	\$ 83,000			
Real Estate	\$ 58,000			
Builder	\$12,000			
TOTAL SALES	\$ 303,000			

COST OF SALES			
Wages - Full time	\$ 80,000		
Materials	\$ 53,000		
Contractors	\$ 22,000		
Equipment Hire	\$ 6,000		
TOTAL SALES	\$ 161,000		
GROSS PROFIT	\$142,000		

FIXED EXPENSES				
Bank Charges	\$ 2,100			
Bookkeeping	\$ 4,600			
Interest	\$ 1,800			
Office Supplies	\$ 2,300			
Postage	\$ 700			
Stationary	\$ 2,800			
Rent	\$ 5,000			
Sales & Marketing	\$18,000			
Telephone	\$ 4,700			
Vehicle Expenses	\$16,000			
Wages & Salary \$ 65,000				
TOTAL FIXED EXPENSES	\$ 123,000			
NET PROFIT (loss)	\$19,000			

#### 2. Apply this to your break-even formula

Using the example of ABC Plumbing Pty Ltd's P&L, let's work out the break-even point.

#### 2A. Calculate gross margin

Let's take a look at the figures from the P&L statement to fill in this formula:

Now, let's fill in the formula with the actual figures.

#### Gross margin = 46.86%

This means, the company retains 46.86% (or 47% rounded) of each dollar sale AFTER paying the direct cost of goods/services. This 46.86% of each-dollar sale will then be spent on fixed costs. Leaving a profit for the business after. The higher the percentage, the better it is for your business!

#### 2B. Calculate break-even point

Using the gross margin, add it into the below break-even formula.

Total fixed costs as shown by the P&L = \$123,000

Gross profit margin as a % = 46.86% or as decimal = 0.4686

Therefore, sales at break-even = \$262,457.75

This means, ABC Plumbing Pty Ltd needs to make \$262,457.75 each financial year to stay afloat.

Note: This changes constantly based on your number of employees, changes in fixed and/or variable expenses. This is why it is important to review this number quarterly.

### What do I do with this information?

Using this information, we can determine the sales required to achieve per month, week and day to break-even. This ensures the business covers its costs. This gives you a base target and minimum KPI's to work towards.

You can see ABC Plumbing Pty Ltd's sales targets in the below table.

SALES/INCOME	VALUE HOW CALCULATED		
B/E Sales per year	\$ 262,457.75		
B/E Sales per month	\$ 21,871.48	divided by 12 months	
B/E Sales per week	\$ 5,964.95	divided by 44 weeks	
B/E Sales per day	\$ 1,192.99	Week value divided by 5 days of week	

This means ABC Plumbing Pty Ltd needs to make \$1,192.99 in sales per day to break-even.

Note: The sales per week number is divided by 44 weeks (52 weeks less 4 weeks' annual leave, 2 weeks' public holidays, and 2 weeks' sick leave = 44 weeks' billable per tradesman each year). This is based off tradesmen working full time. Monitor this as your tradesmen's hours change.

It is important to set KPI's with a stretch goal. Add 20% profit margin (or a number of your choice) to the break-even.

SALES/INCOME	VALUE	HOW CALCULATED		
B/E Sales per year + profit margin	\$ 458,000			
B/E Sales per month + profit margin	\$ 38,166.67	divided by 12 months		
B/E Sales per week + profit margin	\$10,409.09	divided by 44 weeks		
B/E Sales per day + profit margin	\$ 2,081.82	Week value divided by 5 days of week		
NET PROFIT %	20%			
NET PROFIT \$	\$ 91,640.26			

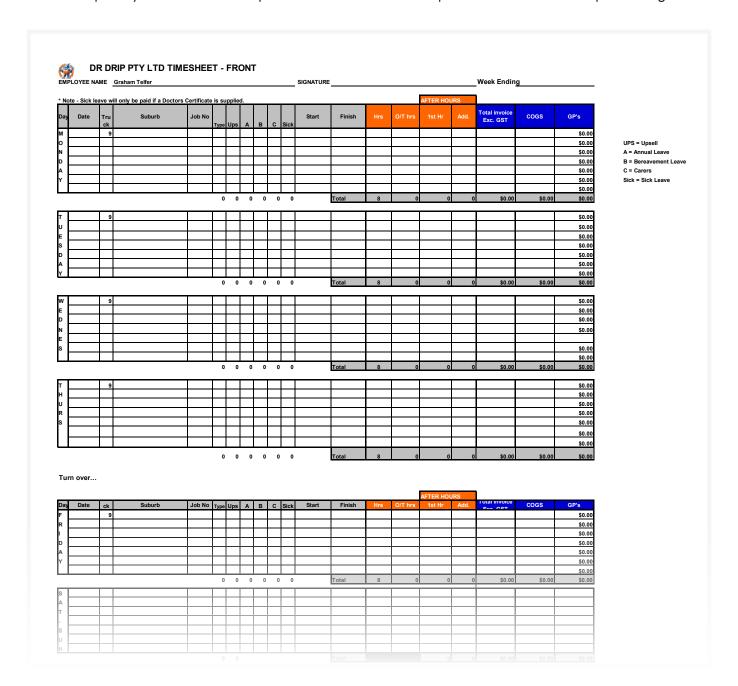
This means ABC Plumbing Pty Ltd needs to make \$2,081.82 in sales per day to break-even plus make 20% profit margin.

# How do I track the KPIs with the team?

The stretch goal of \$2081.82 is the KPI communicated to the team.

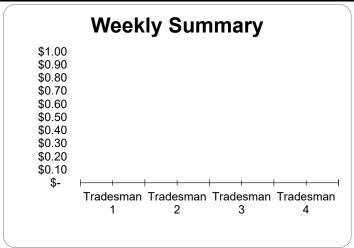
In our own plumbing business, Dr.DRiP Plumbing, we use a Daily KPI Tracking Form to manage results and keep track of sales.

ABC Plumbing Pty Ltd knows they have a target of \$1192.99 per day to break-even and have communicated \$2081.82 per day to the team to keep them accountable. This keeps them focused on 20% profit margin.



#### **Weekly Summary**

Tradesman	Monday		Tuesday		Wednesday	
Tradesman 1	\$	-	\$	-	\$	-
Tradesman 2	\$	-	\$	-	\$	-
Tradesman 3	\$	-	\$	-	\$	-
Tradesman 4	\$	-	\$	-	\$	-



You'll see on the spreadsheet, we track this per tradesman, per day, per job. Even going so far as to include start and finish times to track how long each tradesman was on site.

So, using the data above, ABC Plumbing Pty Ltd needs to make \$1192.99 (break-even) or \$2081.82 (plus 20% profit margin) in sales per day. For example, say they have two tradesmen, each tradesman needs to hit \$596.50 (break-even) or \$1040.91 (plus 20% profit margin) per day in sales.

As part of our spreadsheet, there's an additional worksheet, which combines all the totals from the tradesman to see if the company hits the break-even point or not — at a glance. Sometimes one will not hit the target, but others will exceed.

From this, we can see exactly which days we made a loss or a profit, and where we are sitting in terms of achieving sales targets!

### What's next?

## You're the one wearing the heavy load of responsibility — and suffering major stress.

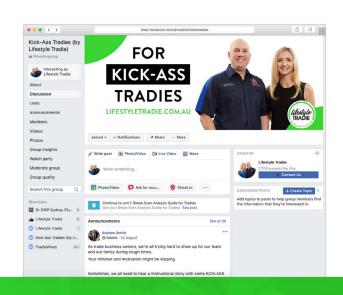
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