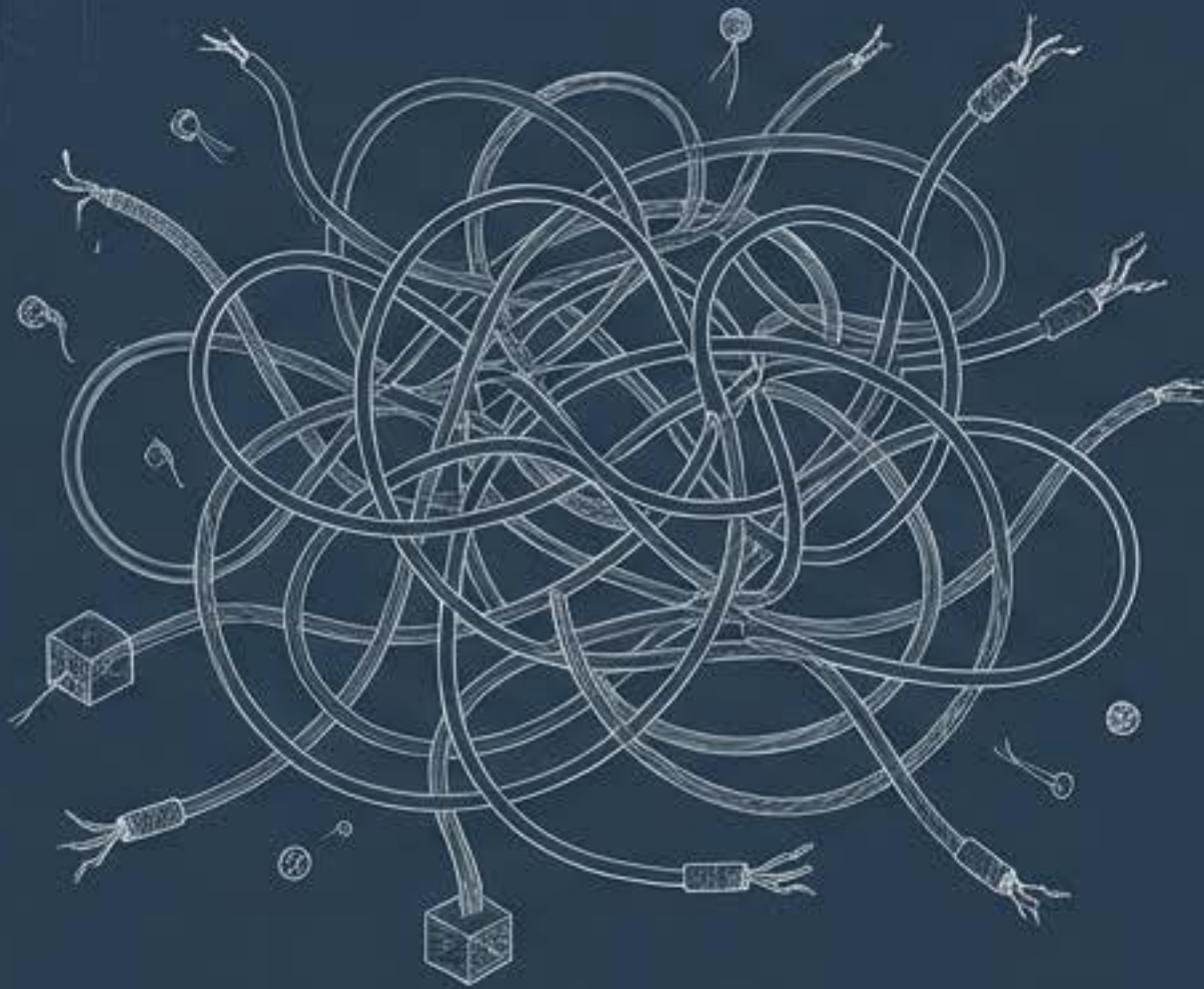


# SCALING PROFITABILITY: THE 2030 STRATEGIC ROADMAP

Transforming Electrical Contracting Operations from  
Fixed-Cost Burden to High-Margin Efficiency.



# THE MANDATE: ENGINEERING A 20% EBITDA MARGIN

Current analysis reveals profit leakage through low-utilization residential work. To scale, we must transition from “short-job drag” to high-density commercial contracts, aiming for full maturity by 2030.

## THE GOAL



EBITDA Target by 2030

## THE PIVOT



60%

Commercial & Smart Home Revenue Mix

## THE TIMELINE



SEPT 2026

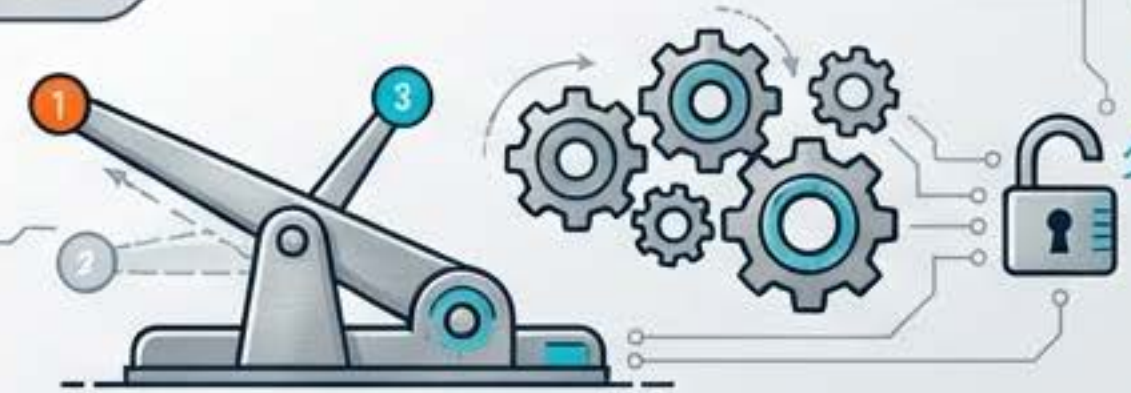


Operational Break-even Date



## THE METHOD

7



Strategic Levers to Eliminate Leakage

# THE DIAGNOSIS: SHORT-JOB DRAG IS COMPRESSING MARGINS

## Utilization vs. Overhead Absorption

Residential  
Service

20 Billable Hours

High Mobilization Waste. Fails to cover fixed technician costs.

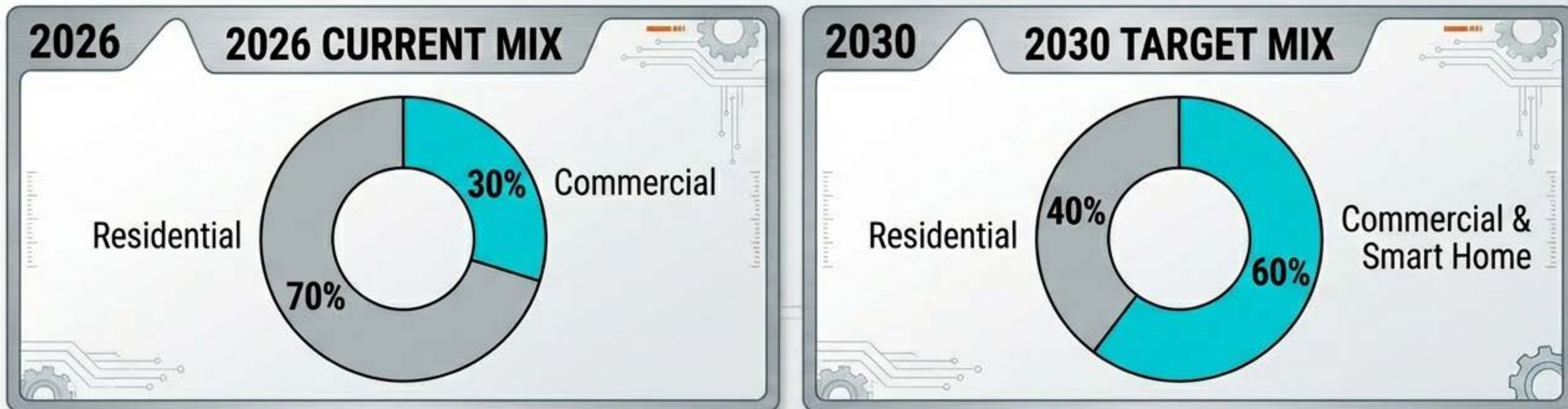
Commercial /  
Smart Home

150 Billable Hours

High Overhead Absorption.  
Ideal Density.

**KEY INSIGHT:** Volume without density destroys margins.

# STRATEGY 1: PIVOTING TO HIGH-MARGIN REVENUE QUALITY



## ACTION PLAN

### TARGET

Secure projects averaging 150+ billable hours.

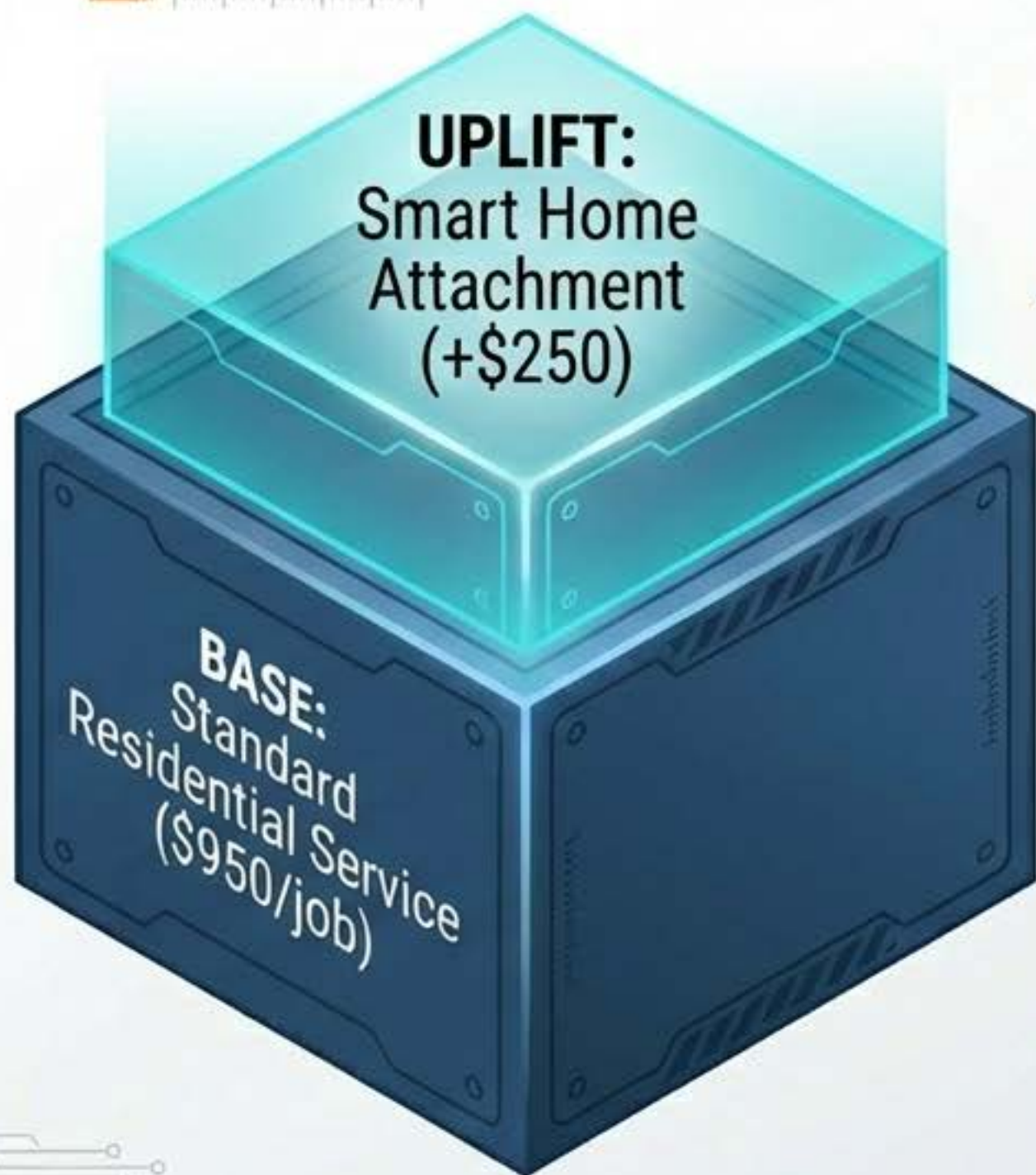
### RATE

Command \$110-\$125/hour for specialized Smart Home/New Construction work.

### TACTIC

Shift sales focus to Property Managers and comprehensive system upgrades rather than single repairs.

# STRATEGY 6: INCREASING AVERAGE JOB VALUE (AOV) VIA BUNDLING



## THE MATH

- **Add-on:** 2-hour Smart Home upgrade @ \$125/hr.
- **Impact:** **+\$1,000** weekly revenue per technician (assuming 10 calls/week @ 30% attach rate).

## PROTOCOL

Train technicians to bundle solutions naturally. Hard selling is forbidden; solution selling is required.

# STRATEGY 3: MAXIMIZING LABOR UTILIZATION



## THE CONSTRAINT

\$2.675M projected annual wage expense (2026).

## THE FIX

Increasing standard Residential duration to 24 billable hours creates 20% more capacity without new hires.

## EXECUTION

Implement Route Optimization to convert travel time into billable hours.  
Standardize SOPs to reduce drift.

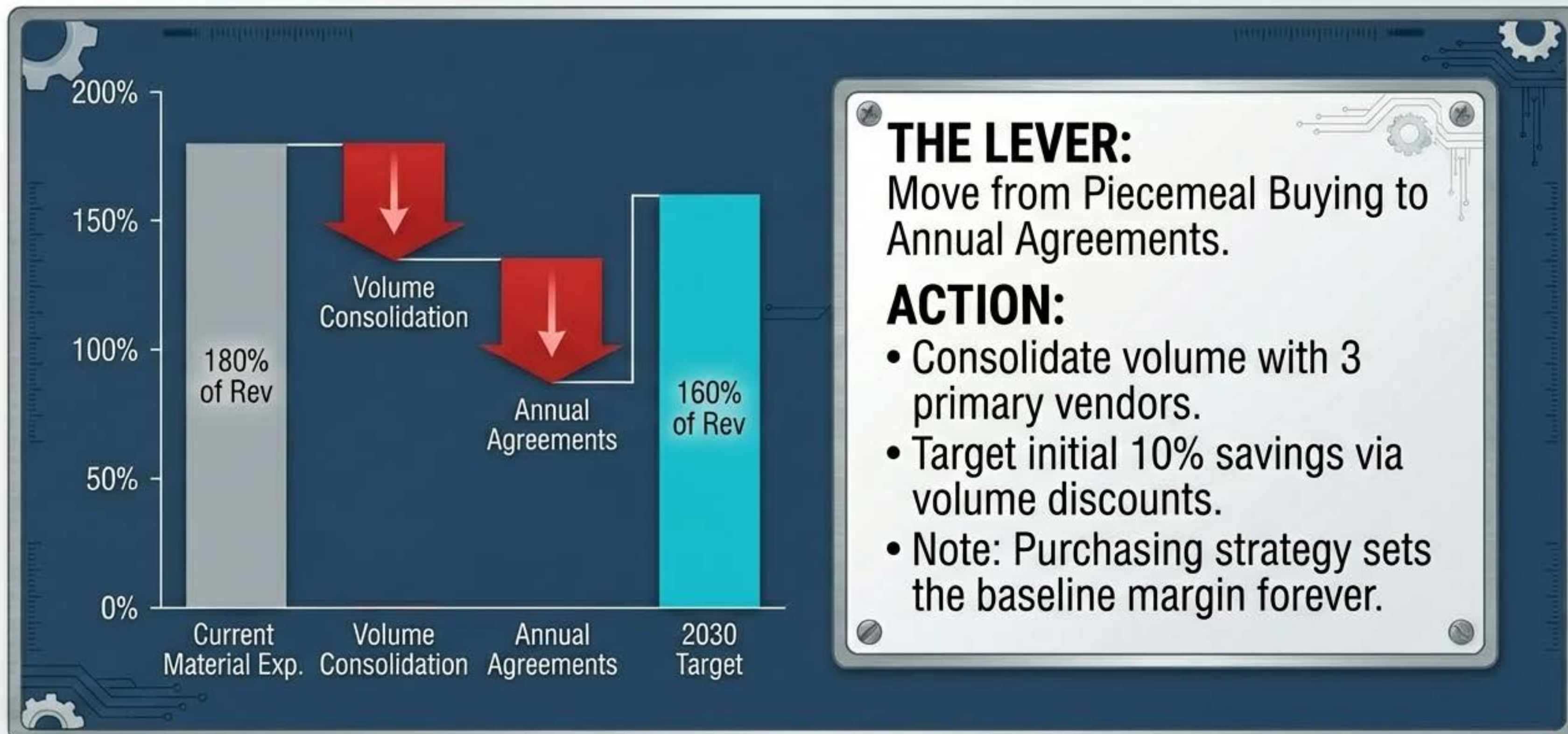
# STRATEGY 7: STRUCTURING THE WORKFORCE FOR SCALE



## STRATEGIC RATIONALE:

- **Why:** Subcontractors are volatile; Internal staff is a scalable asset.
- **The Risk:** Fixed payroll is dangerous if utilization drops below 80%.
- **Hiring:** Prioritize Journeymen to lock in quality, then train Apprentices internally.

# STRATEGY 2: STRATEGIC PROCUREMENT & COST DISCIPLINE



## THE LEVER:

Move from Piecemeal Buying to Annual Agreements.

## ACTION:

- Consolidate volume with 3 primary vendors.
- Target initial 10% savings via volume discounts.
- Note: Purchasing strategy sets the baseline margin forever.

# STRATEGY 4: CAPPING FIXED OPERATIONS



**COMPONENTS:** Rent, Liability Insurance, Core Software.

**THE RULE:** Overhead must remain  $<5\%$  of Gross Revenue.

**DISCIPLINE:** Defer admin hires. Automate scheduling first.  
Revenue must outpace headcount.

# STRATEGY 5: OPTIMIZING CUSTOMER ACQUISITION (CAC)



## THE PIVOT:

Stop chasing cheap residential leads.  
Target Commercial Property  
Managers.

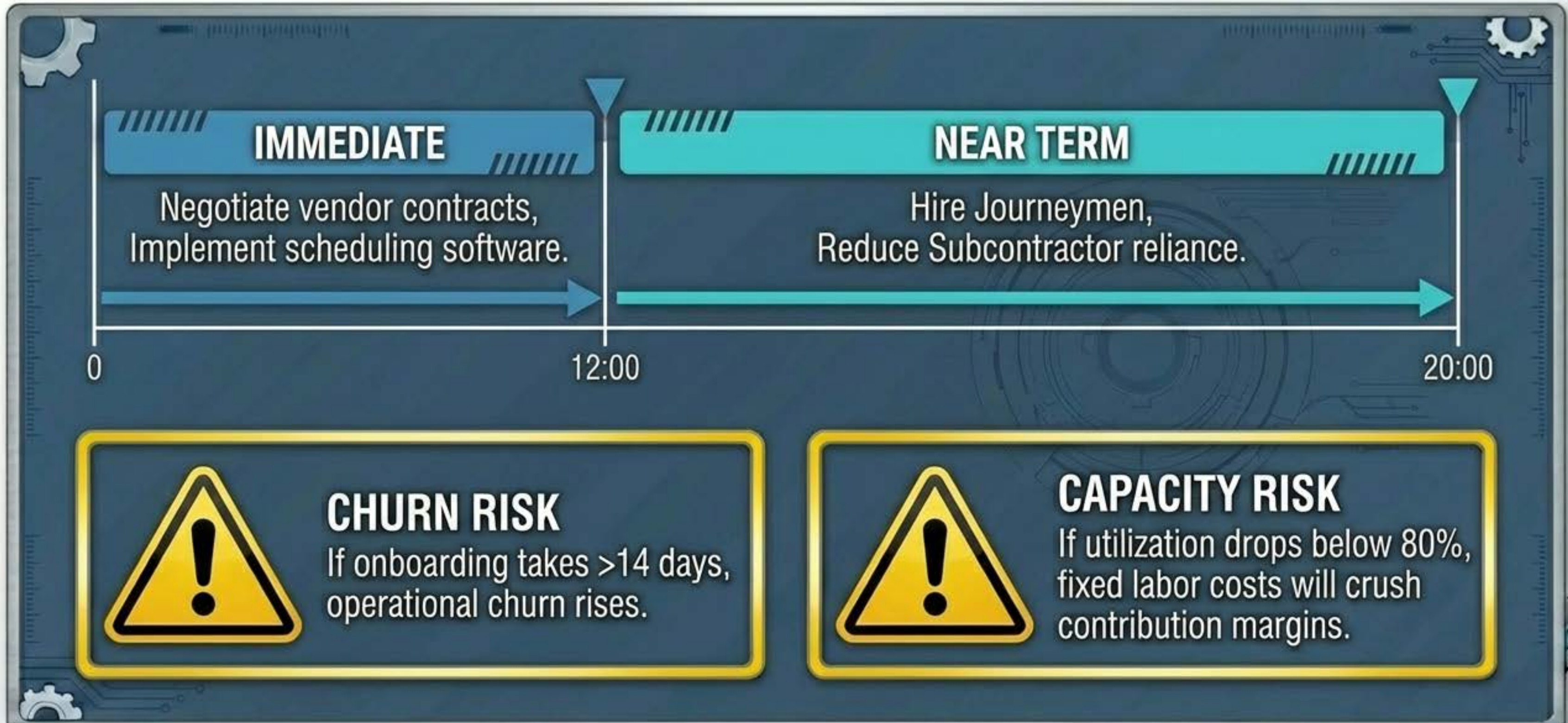
## LTV CHECK:

High acquisition costs are only  
justified if Lifetime Value (LTV)  
absorbs the initial spend.

# THE 2030 FINANCIAL SCORECARD

METRIC	2026 CURRENT	2030 TARGET
Customer Acquisition Cost (CAC)	\$150	\$120
Service Revenue Mix	30% High Margin	60% High Margin
Material Cost Baseline	180%	160% (-20 pts)
Labor Structure	Variable (Sub Heavy)	Fixed (Internal)
Fixed Overhead	Variable	Capped @ \$6.2k/mo

# IMPLEMENTATION TIMELINE & CRITICAL RISKS



## THE OWNER'S MANDATE

“To scale to 15–20% EBITDA, you must stop acting like a mechanic and start thinking like a portfolio manager.”

### FINAL CALL TO ACTION:

Audit your current Profit Leakage today.  
Start by tracking Material Cost per Service Order.