



2019 Financial Benchmarking Survey

(Based on 2018 data)

**Survey Deadline
May 15, 2019**

Your data will be treated confidentially by the Mackay Research Group.
No one from NAFCD or its staff will have access to individual company data.
Participant data will be aggregated in a way that prevents identification of any individual company.

Please complete the survey and mail or email it no **later than May 15, 2019** to: surveys@mackayresearchgroup.com
Mackay Research Group, P.O. Box 17668, Boulder, Colorado 80308-0668, or fax (720) 890-8719.

INSTRUCTIONS

- (1) Enter the financial statement figures for your **most recently completed fiscal year** (12 months of data). Full year data is required, but the data need not be audited.
- (2) **As an option, you may submit a copy of your balance sheet and income statement instead of answering questions 11 and 13.**
- (3) If you would prefer the Financial Benchmarking Survey in Excel, email Taylor Mackay at taylor@mackayresearchgroup.com.
- (4) Questions: Contact Taylor Mackay at Mackay Research Group (720) 890-4255 or email taylor@mackayresearchgroup.com.
- (5) As a participant, you will receive a **FREE** individual Financial Benchmarking Report delivered in an **Excel® dashboard** analyzing your company. This report offers an interactive, dynamic look at the columns of data to use for benchmarking. Please indicate below who is to receive your company's copy of the dashboard. Please type or print clearly

Name _____
 Title _____
 Company _____
 Mailing Address _____
 City, State, ZIP Code _____
 Telephone (____) _____ Fax (____) _____
 Email Address _____

QUESTIONS

1. Sales by Product Category

- Carpet – wall-to-wall & rugs _____ %
- Carpet Pad _____
- Unfinished Solid Wood Flooring _____
- Prefinished Solid Wood Flooring _____
- Unfinished Engineered Wood Flooring _____
- Prefinished Engineered Wood Flooring _____
- Laminate Flooring _____
- Ceramic, Stone, and Porcelain Tile _____
- Sheet Vinyl _____
- Luxury Vinyl Tile (LVT) – including Wood Plastic Composite (WPC) and Rigid Composite Board (RCB) _____
- Vinyl Composition Tile (VCT) _____
- Other Flooring Products – including bamboo, cork, rubber, etc. _____
- Flooring Accessories, Supplies & Sundries _____
- Other Sales _____
- Total Sales** 100%

- 2. What percentage of your product selection is imported? (Direct container sales with long lead times) _____ %
- 3. Number of stockkeeping units (SKU's) carried – stock on hand available for sale from the warehouse #
- 4. Number of active customers – 6 or more orders per year #
- 5. **Sample Expenses**, including merchandising displays and catalogues, net of samples revenue ...\$ _____
- 6. **Delivery Expenses** – Delivery personnel compensation, fuel costs, vehicle insurance, depreciation, leased vehicles, vehicle repairs & maintenance, licenses, taxes, and payments to public carriers\$ _____
- 7. Does your company use its own delivery drivers that are company employees? Yes No
- 8. **Number of employees** – all employees, Full-Time Equivalents, including active owners/managers #
- 9. What percentage of your sales are cash, check or C.O.D.? – i.e. non-credit sales _____ %

10. What percentage of your sales are mill direct shipments to customers? _____ %
11. Were you on a LIFO Inventory Valuation System last year? Yes No
- a. If yes, how much was your annual **addition** to LIFO reserves for the year? \$ _____
- b. If yes, how much was your total **ending** LIFO reserve? \$ _____

12. **BALANCE SHEET** (end of fiscal year)

Assets

Cash & Marketable Securities \$ _____

Accounts Receivable (trade) _____

Inventory (including raw materials, work in process and finished goods) _____

Other Current Assets _____

Total Current Assets \$ _____

Fixed Assets (net of depreciation) & Noncurrent Assets _____

Total Assets (Total Current Assets + Fixed Assets + Other Noncurrent Assets) \$ _____

Liabilities and Net Worth

Accounts Payable (trade) \$ _____

Notes Payable, Line of Credit, Current Portion of Long Term Debt (due within one year) _____

Other Current Liabilities (including accruals) _____

Total Current Liabilities \$ _____

Long Term Liabilities (including accumulated deferred taxes) _____

Loans from Stockholders _____

Net Worth or Owner Equity (include paid-in capital & retained earnings) _____

Total Liabilities and Net Worth \$ _____

13. **Previous** fiscal year Net Sales (2017) \$ _____

14. **INCOME STATEMENT** (12 months of data)

Net Sales (less returns, cash discounts, and allowances) \$ _____

Cost Of Goods Sold (including freight-in, purchase discounts, volume rebates earned) \$ _____

Gross Margin (Net Sales - Cost Of Goods Sold) \$ _____

Operating Expenses

Salaries, Wages, Commissions & Bonuses \$ _____

Payroll Burden (Social Security, Medicare, Workers' Comp. & all other governmentally required benefits) _____

Employee Benefits (Health insurance, group life, pension, 401(k) & benefits not mandated by the govt.) _____

Occupancy Expenses (Utilities, Telephone, Bldg, Repairs & Maintenance, Rent) _____

All Other Operating Expenses _____

Total Operating Expenses \$ _____

Operating Profit (Gross Margin - Operating Expenses) \$ _____

Other Income (interest income, gain on sale of assets, rental income, etc.) _____

Interest Expense (excluding mortgage interest) _____

Other Non-Operating Expenses (including extraordinary expenses) _____

Profit Before Taxes \$ _____

Income Taxes (Local, State, Federal) _____

Net Profit After Taxes \$ _____