

SEPTEMBER 2026

Money collected \$66,350 +7% on August	Profit \$16,792 27% margin	Jobs won 11 \$89,000 of work	New leads 36 August: 31
Close rate 73% 11 won, 4 lost	Average job \$8,091 August: \$9,056	Calls answered 98 30 while you were closed	AI bookings 12 visits it booked

A year earlier (September 2025): \$26,400 collected, 4 jobs won, 17 new leads.

WHAT TO WORK ON NEXT

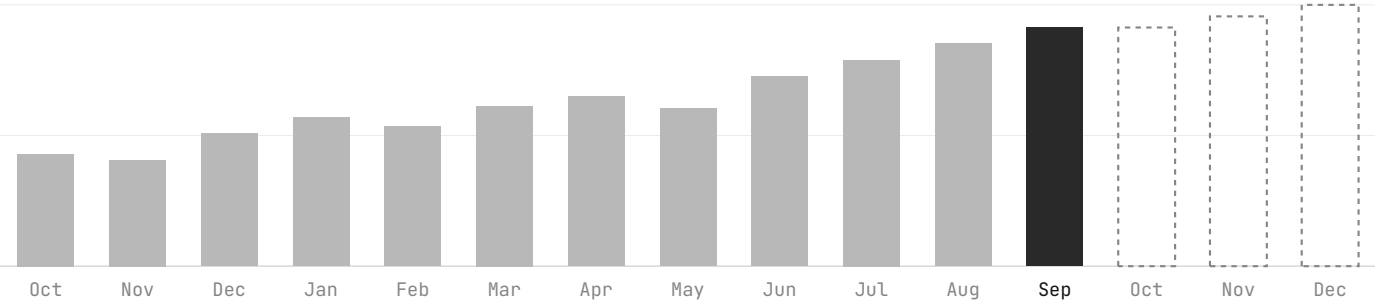
Written by AI from the numbers in this report; every number was checked against them.

- Chase the \$3,850 that's past due on 2 invoices, starting with David Kim (\$1,850): it's 6 days late.
- Bill the \$23,900 of accepted work that hasn't been invoiced yet.
- Karen Lee's job has used 83% of its labour hours for 55% of the work: catch it before it runs over.
- James Wilson's commercial buildout made the lowest margin (15%): check what went into it before quoting the next one.
- Keep referrals going: they brought in \$24,300 last month, the most of any source.

MONEY COLLECTED, MONTH BY MONTH

The straight line through your last 12 months (up about \$3,100 a month). Busy and quiet seasons count once there's more than a year of history.

\$72,700



Outlined bars are a projection, not a promise: about \$66,400 in October, \$69,500 in November, \$72,700 in December. 2026 so far \$454,250, heading for about \$663,000.

WHERE THINGS ARE HEADING

Full months only. Under 3 months of records, no trend is shown.

Number	Sep	Last 3 months	Change	Next 3 months
Money collected	\$66,350	\$61,883	+29%	\$208,600
Profit	\$16,792	\$15,183	+53%	\$53,100
Profit margin	27%	26%	+4 pts	
New leads	36	33	+22%	111
Jobs won	11	10	+38%	32
Close rate	73%	72%	+7 pts	
Average job	\$8,091	\$8,086	+2%	
Hours on the clock	556 h	532.7 h	+14%	1,739 h
Calls answered	98	93	+24%	316
Website visitors	418	390	+27%	1,355
Customer rating	4.8 / 5	4.8 / 5	+1%	

Change compares the last 3 full months with the 3 before them (or with the same months a year earlier once there are 15 months of records). Rates show the change in points.

MONEY IN AND OUT

Cash basis: payments received this month less refunds, and receipts and hours dated this month. For you and your accountant, not your books.

	September 2026
Paid by customers	\$66,350
Less sales tax collected	-\$4,645
Less card and bank fees	-\$796
Less materials (receipts)	-\$20,675
Less subcontractors (receipts)	-\$3,026
Less fuel (receipts)	-\$1,513
Less labour	-\$18,904
Profit	\$16,792

WHERE CUSTOMERS AND MONEY CAME FROM

Source	Leads	Jobs won	Collected
AI Receptionist	15	4	\$22,650
Referral	7	3	\$24,300
Google	9	2	\$13,250
Website	5	2	\$6,150
Total	36	11	\$66,350

JOBS FINISHED

A job is finished when its final invoice is paid in full. Profit is what was billed before tax, less receipts, labour and card fees.

Jobs finished 7	Billed \$66,350	Profit \$21,663 35% margin	Labour hours 371 h
---------------------------	---------------------------	---	------------------------------

Kind of work	Jobs	Billed	Profit	Margin	Average
Deck Build	1	\$6,200	\$2,550	44%	\$6,200
Bathroom Remodel	2	\$13,550	\$5,031	40%	\$6,775
Kitchen Remodel	1	\$18,400	\$6,735	39%	\$18,400
Siding	1	\$3,200	\$1,152	39%	\$3,200
Room Addition	1	\$15,200	\$4,823	34%	\$15,200
Commercial Buildout	1	\$9,800	\$1,371	15%	\$9,800

Customer	Work	Billed	Profit	Margin	Hours
Sarah Johnson	Kitchen Remodel	\$18,400	\$6,735	39%	85
Mike Rivera	Room Addition	\$15,200	\$4,823	34%	80
James Wilson	Commercial Buildout	\$9,800	\$1,371	15%	90
Amanda Foster	Bathroom Remodel	\$7,650	\$2,878	40%	38
David Chen	Deck Build	\$6,200	\$2,550	44%	30
Linda Park	Bathroom Remodel	\$5,900	\$2,153	39%	31
Robert Hayes	Siding	\$3,200	\$1,152	39%	17

HOURS AND LABOUR

556 hours on the clock in September 2026, \$18,904 of labour cost.

Person	Hours
Mike T.	176
Dave R.	168
Steve K.	142
John Smith	70

Jobs still going with a labour budget, on Oct 1:

Job	Hours used	Of budget	Work done	Pace
Karen Lee	58 of 70	83%	55%	Behind
Tom Becker	22 of 60	37%	40%	On pace

CALLS, WEBSITE AND REVIEWS

Calls answered 98 30 after hours	AI bookings 12 visits it booked	Website visitors 418 38 reached out	Customer rating 4.8 / 5 5 answered, 1 unhappy
---	--	--	--

Campaigns: 84 emails sent; Spring check-in for past customers (84 people, 5 booked).

GOOGLE SEARCH

From Google Search Console. Spot is the average position on Google; 1 is the top.

Clicks from Google 418 +15% on August	Times shown 12,960 +9% on August	Average spot 12.6 August: 13.9	A year earlier 141 clicks in September 2025
--	---	---	--

Keyword you track	Spot	Change	Clicks	Shown
kitchen remodel	8.6	Up 1.6	58	2,640
roof repair	7.1	Up 0.2	49	1,870
deck builder	6.1	Down 0.7	26	930
bathroom remodel	13.9	Up 2.9	31	3,120

Top searches	Clicks	Shown	Spot
smith construction	92	260	1.1
kitchen remodel near me	41	1,980	8.2
roof repair	37	1,460	7.4
deck builder	26	930	6.1
bathroom remodel cost	19	2,210	14.8

MAP RANKINGS

Where you show up in Google Maps across your area: the newest scan of each keyword this month. Average spot counts a point outside the top 20 as 21.

Keyword	Scanned	Average spot	Top 3	Top 20	Change
kitchen remodel	Sep 2	6.4	17/49	44/49	Up 1.7
roof repair	Sep 2	9.8	9/49	37/49	Up 0.5
deck builder	Sep 2	4.2	26/49	49/49	Down 0.3

ON THE JOB

38 daily reports approved, 412 job photos.

Day	Job	Delay or problem reported
Sep 23	Karen Lee	Cabinet delivery pushed to Monday; framing crew moved to the Becker job.
Sep 15	James Wilson	Rain after 1 PM, roof work stopped early.

COMING UP

As of Oct 1.

Owed to you \$14,250 \$3,850 past due	Accepted, not billed \$23,900 3 jobs	Quotes waiting \$61,400 about \$25,800 at 42%	Crew booked, 2 weeks 86% of weekday hours
--	---	--	--