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# Industry Market Report

NAICS [238220]

Plumbing, Heating, and Air-Conditioning Contractors

Zip Code 17011,17043,17055

**Developed By:**  
CPA



**Developed For:**  
Prime Plumbing  
Prime Plumbing

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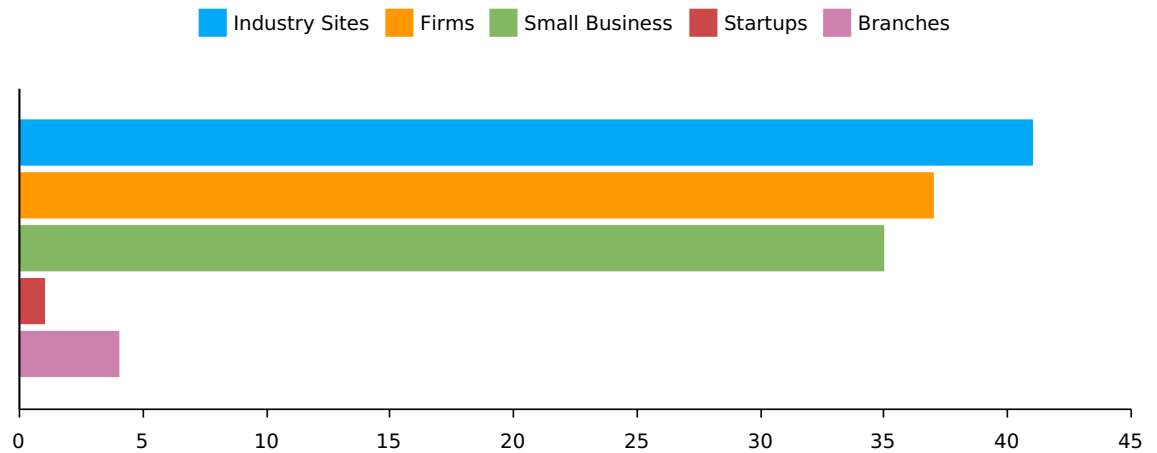
**ABOUT THE DATA**

# COMPETITORS

How many industry competitors are in this market? This section analyzes the industry population in your market area. Total industry sites are the sum of firms plus branches. Small businesses are single firms within 25 employees or less. Startups have been in operation for less than two years.

Industry Market Area Operations				
	2016	2017	2018	Aug-2019
Industry Sites	45	40	43	41
Firms	41	35	38	37
Small Business	39	31	35	35
Startups	2	2	4	1
Branches	4	5	5	4

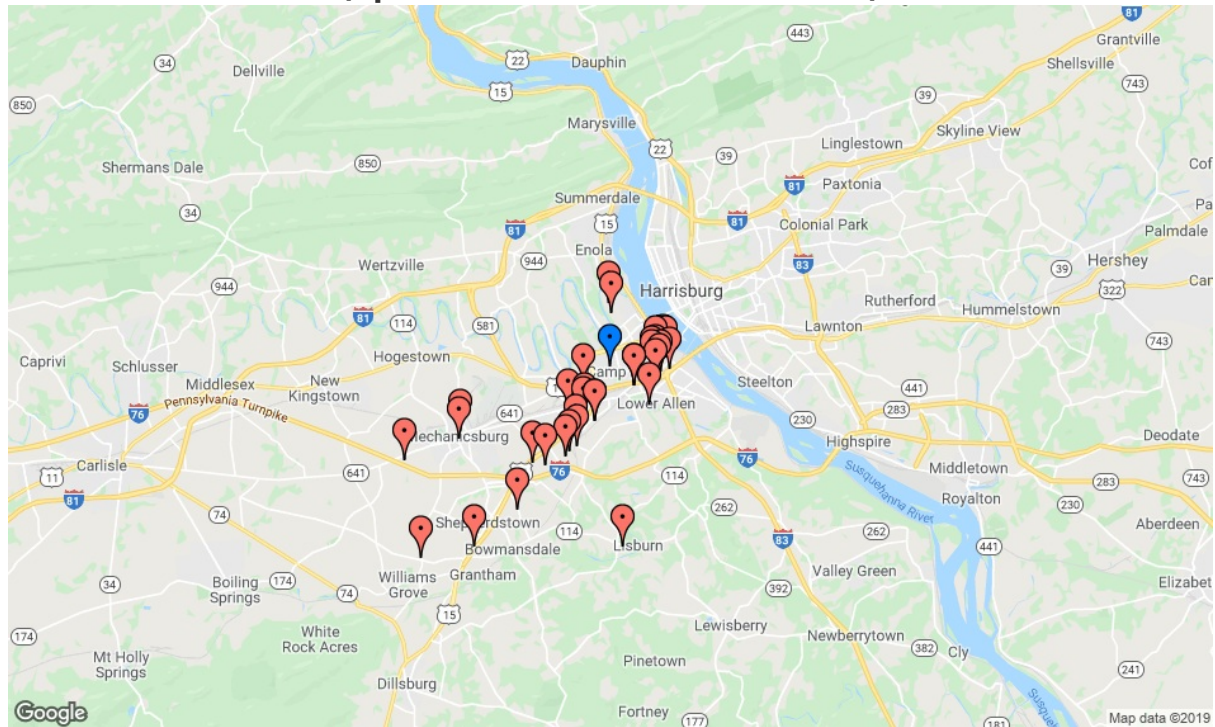
## Aug-2019 Industry Market Area Operations



# COMPETITOR MAP

The map displays up to 250 competitors closest to the market center-point in the selected industry market. Data tables, charts and associated business contact lists linked to this report include all competitors in the selected industry market area, not only those which are represented on the map.

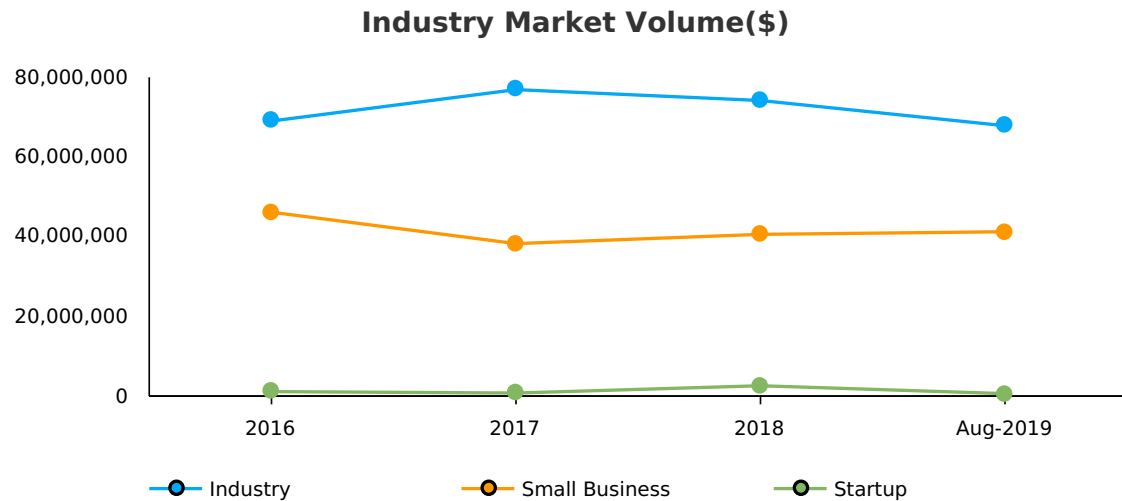
## Aug-2019 Industry Market Area Operations (up to 250 closest in market area)



# MARKET VOLUME

What is the total size of the industry market? How much is captured by small businesses and startups? Industry Market Volume represents sales of all industry operations in the area. Small Business Market Volume represents only those firms with fewer than 25 employees. Startup volume is calculated for firms in operation for less than two years. Market volume and average firm sales calculations are developed with firm-level data which is integrated with BizMiner's internally generated Sales per Employee projections. SPE data is both industry- and location-specific, and is updated monthly by the application of US Census data and five industry and consumer price and productivity indices from the Bureau of Labor Statistics and other federal agencies.

Industry Market Volume (\$)				
	2016	2017	2018	Aug-2019
Industry	69,025,024	76,903,002	74,171,062	67,842,432
Small Business	46,141,728	38,260,200	40,584,166	41,241,600
Startup	1,125,408	765,204	2,598,986	618,624

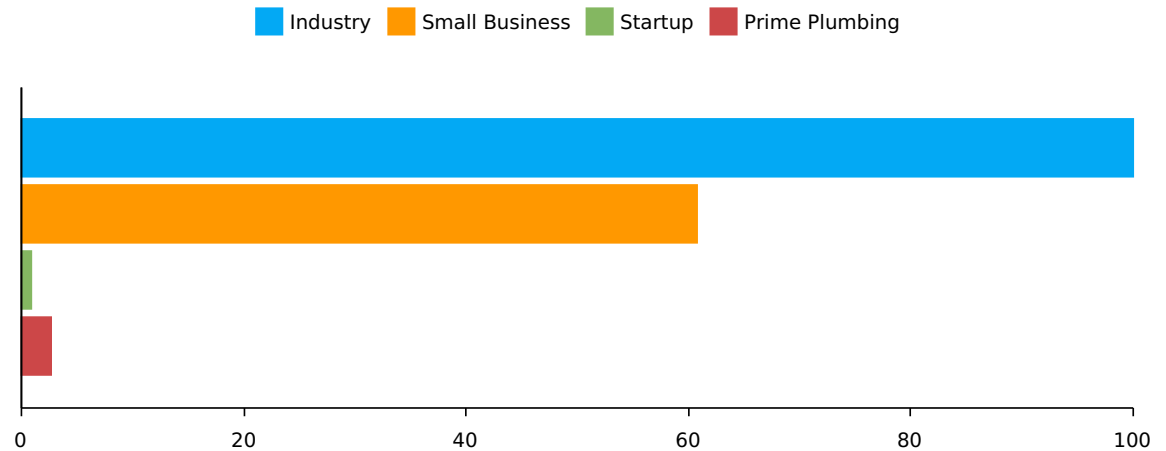


# MARKET SHARE

What is the small business share of total industry market? What portion is held by startups? And (if you made the necessary input) by your firm? Shares are expressed as a percent of the total. The small business market share represents only those firms fewer than 25 employees. Startup market share is calculated for firms which have been in operation for less than two years. Market volume and average firm sales calculations are developed with firm-level data which is integrated with BizMiner's internally generated Sales per Employee projections. SPE data is both industry- and location-specific, and is updated monthly by the application of US Census data and five industry and consumer price and productivity indices from the Bureau of Labor Statistics and other federal agencies.

Industry Market Share (%)				
	2016	2017	2018	Aug-2019
Industry	100.00	100.00	100.00	100.00
Small Business	66.85	49.75	54.72	60.79
Startup	1.63	1.00	3.50	0.91
Prime Plumbing	2.31	2.27	2.48	2.71

**Aug-2019 Industry Market Share (%)**

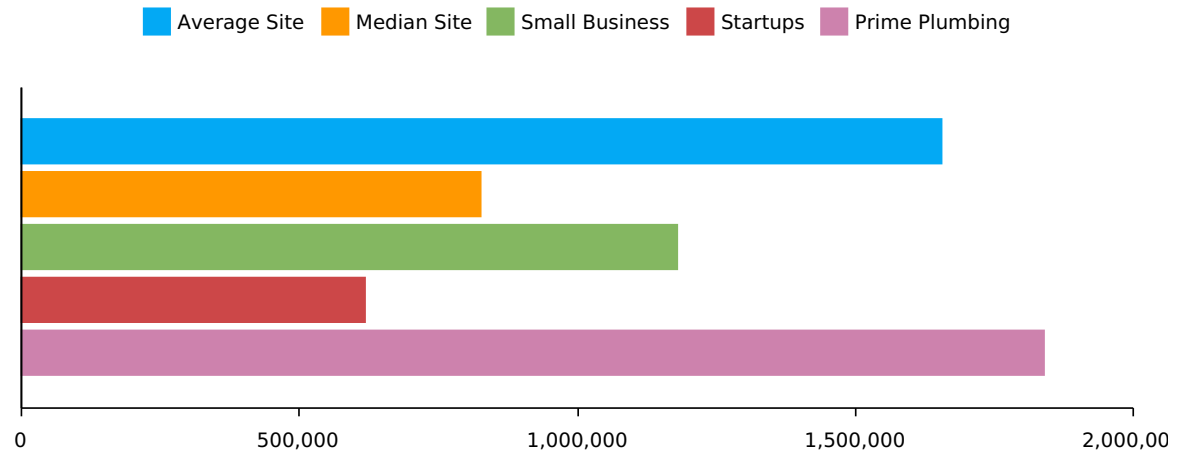


# ANNUAL AVERAGE SALES

What are the average annual sales of all industry sites, small businesses and startups in this market? Median sales are also displayed to avoid distortion of averages by unusually large firms. If you made the necessary inputs, your firm sales are benchmarked. Small business sales represent firms with <25 employees. Startup sales are calculated for firms in operation for less than two years. Market volume and average firm sales calculations are developed with firm-level data which is integrated with BizMiner's internally generated Sales per Employee projections. SPE data is both industry- and location-specific, and is updated monthly by the application of US Census data and five industry and consumer price and productivity indices from the Bureau of Labor Statistics and other federal agencies.

Average Annual Sales (\$)					
	2016	2017	2018	Aug-2019	2016-18 Change (%)
Average Site	1,533,889	1,922,575	1,724,908	1,654,693	12.45
Median Site	750,272	956,505	799,688	824,832	6.59
Small Business	1,183,121	1,234,200	1,159,548	1,178,331	-1.99
Startups	562,704	382,602	649,747	618,624	15.47
Prime Plumbing	1,596,786	1,746,796	1,687,956	1,840,698	5.71

## Aug-2019 Average Annual Sales (\$)

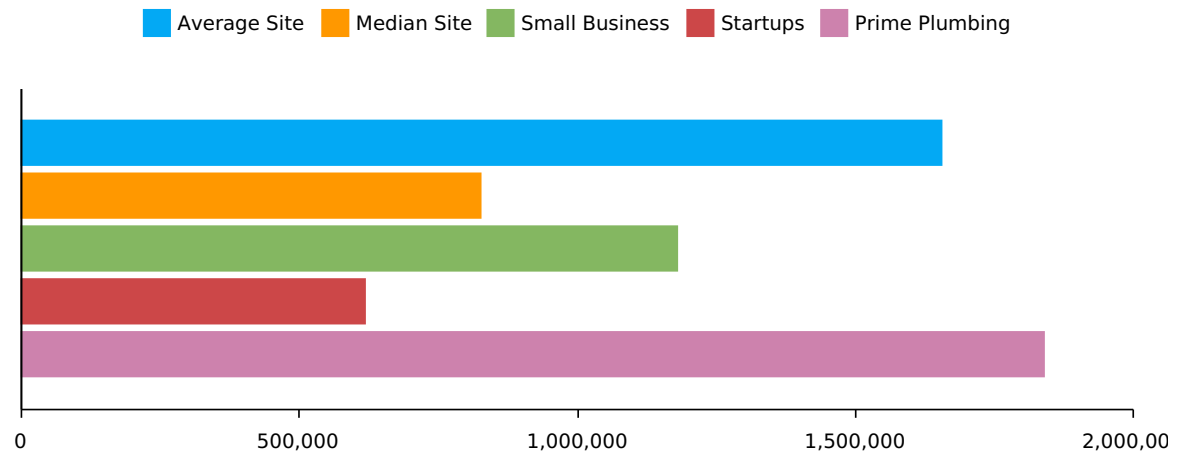


# ANNUAL SALES: RANK

How do your sales rank among the competition? This section shows the answer in three ways. Your absolute sales rank is shown in "x of x" format. Your percentile rank calculates the percentage of competitors with sales that fall below yours. Your variance from median indicates the percentage level of your annual sales relative to median sales—the level at which the number of operations above and below is the same.

Sales Rank		
	2018	Aug-2019
Sales Rank	14 of 42	10 of 41
Sales Percentile	67	76
Variance from Average Sales (%)	3.99	13.84
Variance from Median Sales (%)	111.08	131.07

## Aug-2019 Average Annual Sales (\$)



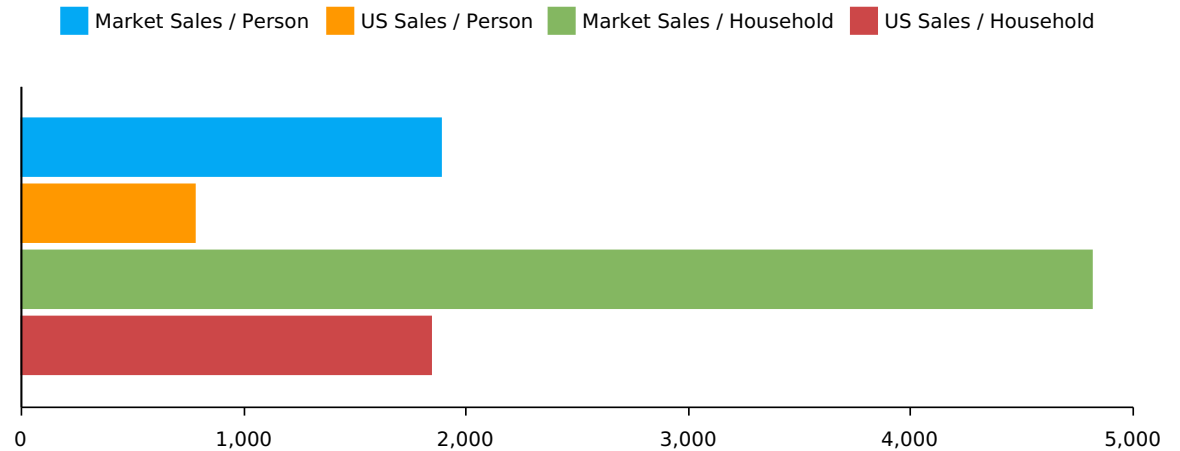


# MARKET PENETRATION

Is your industry market saturated or under-served? Whether sales per person, per household or per area business operation metrics are most appropriate to your industry, our "Sales Per" metrics offer an insight into whether your market area is outperforming or underperforming national levels. Although all three metrics are presented, only one or two may be relevant to your industry. For example, retail sales will find local-national Sales per Person and Sales per Household comparisons useful, while wholesalers may rely more on Business Site metrics. Note: The Sales per business Site measure is not displayed here but can be found in your IMR File-2, and may be more relevant for specific types of (especially B2B businesses).

Market Penetration (\$)				
	2016	2017	2018	Aug-2019
Market Sales / Person	1,922	2,142	2,066	1,889
US Sales / Person	732	725	784	778
Market Sales / Household	4,899	5,458	5,264	4,815
US Sales / Household	1,762	1,735	1,860	1,844

## Aug-2019 Market Penetration (\$)



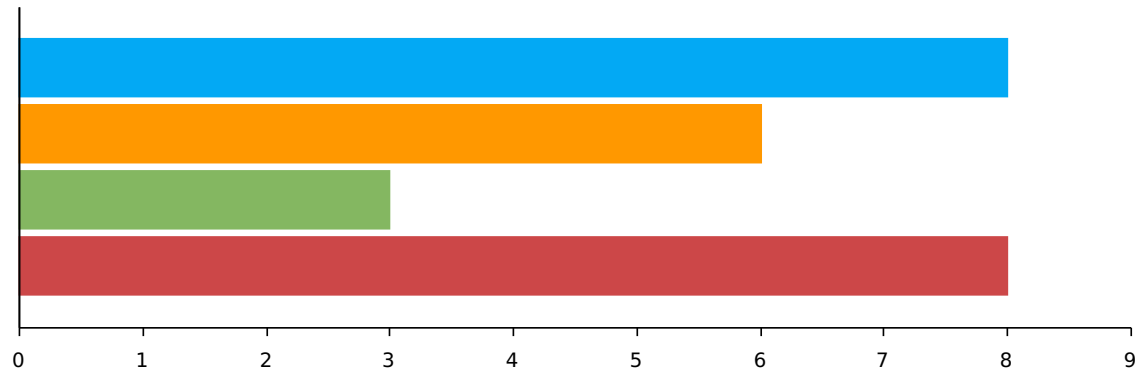
# EMPLOYMENT

How steady is industry employment? Does your firm employ more or less than the average in this industry market? This section reports on industry and small business employment. If you input employment history for your firm, it is benchmarked against the averages.

Industry Employment				
	2016	2017	2018	Aug-2019
Industry Total	368	402	371	329
Average Operation	8	10	9	8
Average Small Business	6	6	6	6
Average Startups	3	2	3	3
Prime Plumbing	8	8	8	8

## Aug-2019 Average Industry Employment

■ Average Operation ■ Average Small Business ■ Average Startups ■ Prime Plumbing



## EMPLOYMENT BY SALES CLASSES

What is the employment structure in your industry market? The Market Volume by Employment Class table displays the total market sales of industry sites in each bracket. Projected sales of operations for which sales cannot be ascertained (Unknown ) are noted in the column and are based on average industry site sales in the market area.

Market Volume by Class (\$million)					
	Small 1-24	Medium 25-99	Large 100+	Unknown	Total
2016	57.0	12.0	0.0	0.0	69.0
2017	51.1	25.8	0.0	0.0	76.9
2018	54.0	20.2	0.0	0.0	74.2

Percent Market Volume by Class					
	Small 1-24	Medium 25-99	Large 100+	Unknown	Total
2016	82.61	17.39	0.00	0.00	100.00
2017	66.45	33.55	0.00	0.00	100.00
2018	72.78	27.22	0.00	0.00	100.00

Average Sales by Class (000)					
	Small 1-24	Medium 25-99	Large 100+	Unknown	Total
2016	1,326.0	6,000.0	0.0	0.0	1,534.0
2017	1,419.0	6,450.0	0.0	0.0	1,923.0
2018	1,350.0	6,733.0	0.0	0.0	1,725.0

## EMPLOYMENT BY EMPLOYMENT CLASSES

The Establishments by Employment Class table displays the all market area industry operations. Projected employment of operations for which employment cannot be ascertained (Unknown) are based on average industry site employment in the market area.

Establishments					
	Small 1-24	Medium 25-99	Large 100+	Unknown	Total
2016	43	2	0	0	45
2017	36	4	0	0	40
2018	40	3	0	0	43

Total Employment					
	Small 1-24	Medium 25-99	Large 100+	Unknown	Total
2016	304	64	0	0	368
2017	267	135	0	0	402
2018	270	101	0	0	371

Average Employment					
	Small 1-24	Medium 25-99	Large 100+	Unknown	Total
2016	7	32	0	0	8
2017	7	34	0	0	10
2018	7	34	0	0	9

## PRODUCTIVITY: VALUES

Is your sales per employee efficiency measure above or below the US industry and market average? Sales per Employee levels are compared to your firm levels if you input both sales and employment for those years. Average annual industry wages and rent per employee are displayed and benchmarked against your firm wage levels if they were input.

Sales Per Employee (\$)				
	2016	2017	2018	Aug-2019
US	186,952	190,673	199,265	205,530
Market Area	187,568	191,301	199,922	206,208
Prime Plumbing	199,598	218,350	210,995	230,087

Average Annual Wage (\$)				
	2016	2017	2018	Aug-2019
US	58,525	59,973	57,936	58,942
Market Area	61,865	63,395	61,242	62,306
Prime Plumbing	45,643	44,356	43,456	44,857

Rent Per Employee (\$)				
	2016	2017	2018	Aug-2019
US	3,365	3,498	3,707	3,699
Market Area	3,376	3,510	3,719	3,712
Prime Plumbing	707	683	682	684

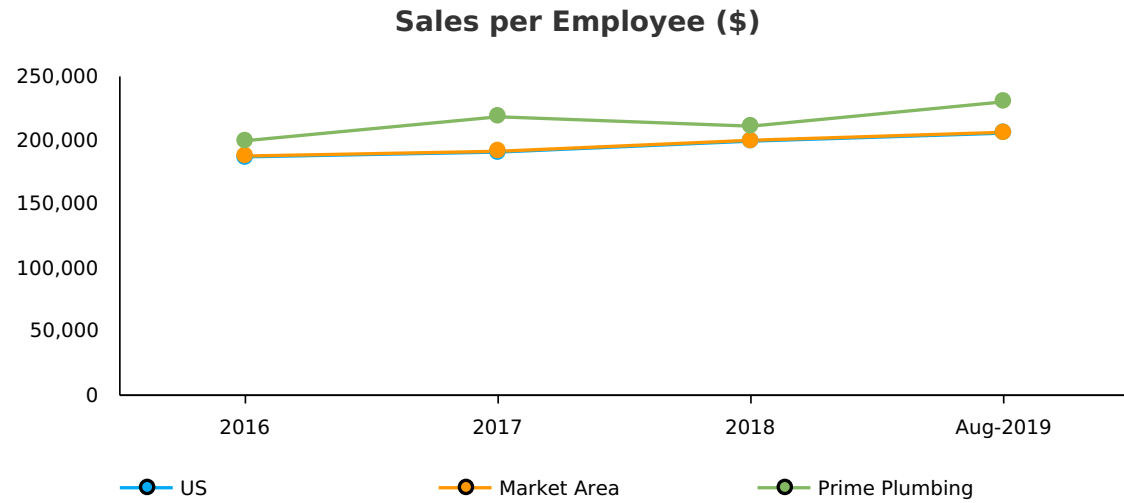
# PRODUCTIVITY: INDEX

How much more or less efficient is your operation relative to the competition? The Sales per Employee Index expresses your firm's SPE as a percentage comparison to market and US levels where 100% reflects the same level. A zero per cent rating (+0%) indicates parity with the market benchmark. The Efficiency Index divides sales per employee by average annual worker salary. Non-wage factors may also affect efficiency but are not represented by this index.

Productivity Indices (Prime Plumbing)				
	2016	2017	2018	Aug-2019
US Sales per Employee Index	+7%	+15%	+6%	+16%
Market Area Sales per Employee Index	+6%	+14%	+6%	+16%
US Efficiency Index	+34%	+51%	+46%	+50%
Market Area Efficiency Index	+41%	+59%	+54%	+58%

# PRODUCTIVITY: CHART

How much more or less efficient is your operation relative to the competition? The Sales per Employee Index expresses your firm's SPE as a percentage comparison to market and US levels where 100% reflects the same level.



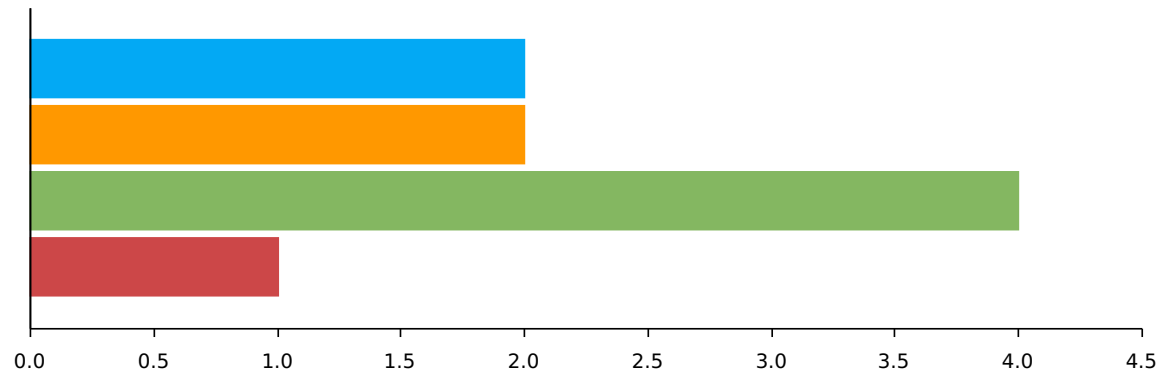
# STARTUPS: VALUES

How vigorous is entrepreneurship in your market area? In addition to displaying the market area startup population (two years or less), the table calculates average startup sales, which frequently diverge from the industry and small business average. Industry startup market share is also displayed.

Startup Performance (Firms)				
	2016	2017	2018	Aug-2019
Population	2	2	4	1
Average Sales (\$)	562,704	382,602	649,747	618,624
Market Volume (\$)	1,125,408	765,204	2,598,986	618,624
Market Share (%)	1.63	1.00	3.50	0.91

## Industry Startups (<2 Years)

2016 2017 2018 Aug-2019

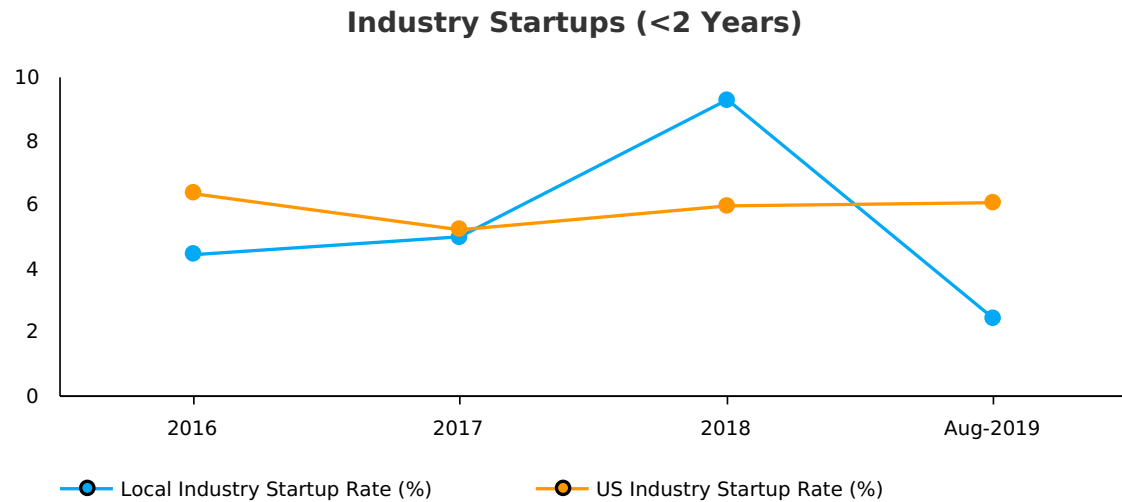




# STARTUP: INDEX

How does startup activity compare to the US industry benchmark? Startup rates are calculated by dividing the number of industry market startups by the total number of operations for which an age is known. The Local startup index compares market area and national start rates, presenting them as a two decimal index where identical rates would be 1.00.

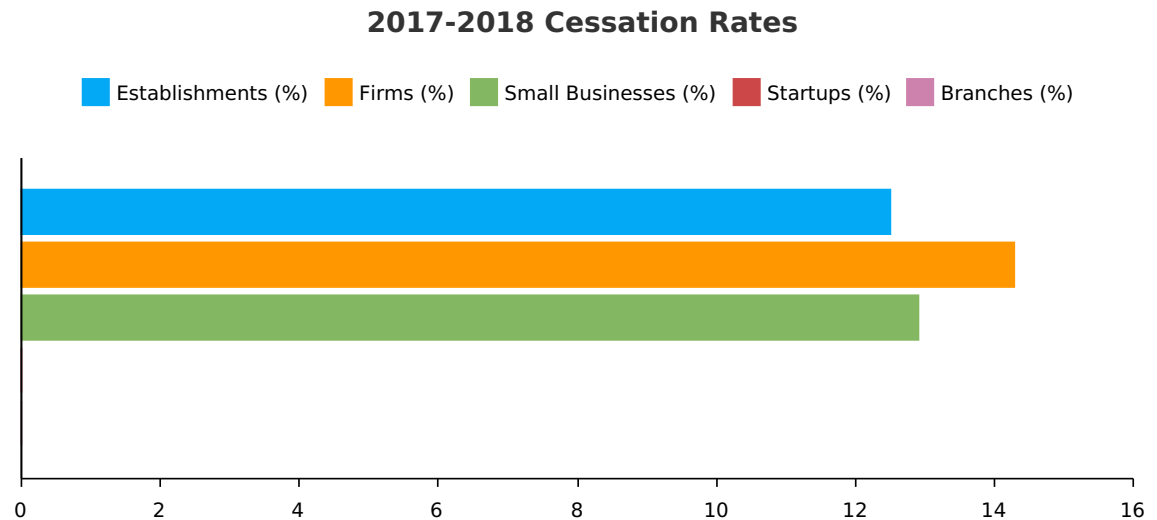
Startup Activity Rates (Firms and Branches)				
	2016	2017	2018	Aug-2019
Local Industry Startup Rate (%)	4.44	5.00	9.30	2.44
US Industry Startup Rate (%)	6.35	5.22	5.97	6.07
Local Industry Startup Index (US=1.00)	0.70	0.96	1.56	0.40



# CESSATION RATES

Cessation rates track the experience of business establishments, firms, small businesses, branches and startups doing business at the start of the time series, and still in operation today. Firms which relocate but maintain independent operations are considered survivors if they do not move out of the jurisdiction being analyzed. Firms which become subsidiary locations, or whose location is terminated, are grouped with others which ceased operation. Any business entity which does not evidence ongoing operations (for example, by registering with government agencies, credit reporting services or business directories) is considered to have ceased viable operations and is classified in the "ceased operation" category. Cessation rates occasionally reflect performance above 100% or below 0% due to business migration among industries (changes in primary business line) or (in the case of location-specific cessation rates) to business relocations. Migrants within a NAICS-2 industry sector are considered as survivors in the in-migrant classification.

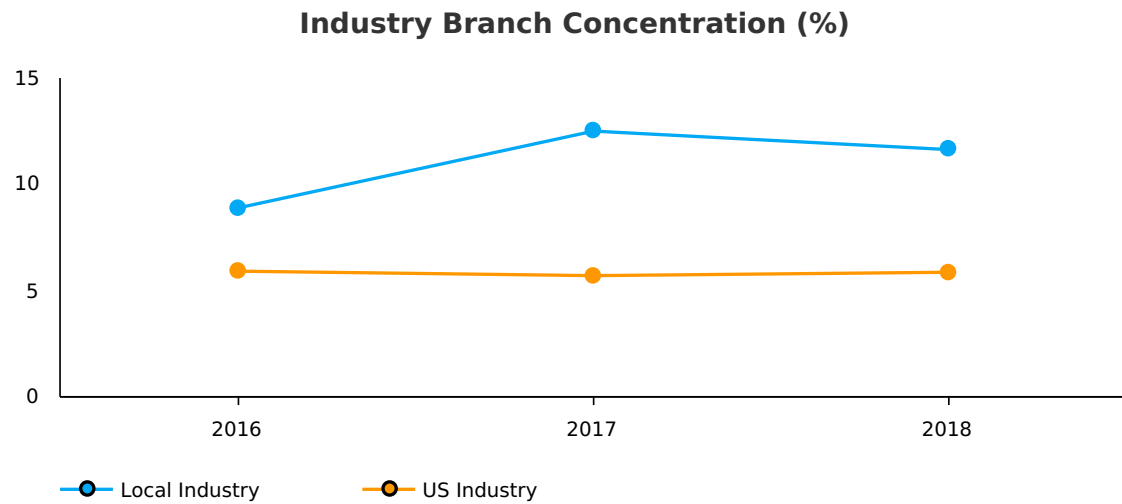
2017-2018 Cessation Rates	
Establishments (%)	12.50
Firms (%)	14.29
Small Businesses (%)	12.90
Startups (%)	0.00
Branches (%)	0.00



# OWNERSHIP

Is this industry becoming more subject to outside ownership decisions in your area? Are local entrepreneurs being squeezed out by franchises or branch operations? This table shows the percentage of industry branch operations in the US and your market area as a barometer of relative consolidation trends. Increasing branch level may indicate pressure on area entrepreneurship.

Industry Branch Concentration (%)			
	2016	2017	2018
Local Industry	8.89	12.50	11.63
US Industry	5.91	5.70	5.86



## DEMOGRAPHICS: TOTAL POPULATION & AGE

Population demographics are applied from the Census Bureau's American Community Survey. Data for zip-county-metro-state and US markets are applied directly. Demographic totals for radius-based markets are applied at the level of aggregated zip codes which are co-joined to the selected market radius. Elements of this data are also integrated into our Sales per Person and Sales per Household calculations displayed on the Penetration>Table tab.

Total Population		
Total population	77,881	100%
Male	39,595	50.84%
Female	38,286	49.16%

Age		
5-9 Years	4,423	5.68%
10-14 Years	4,053	5.20%
15-19 Years	3,655	4.69%
20-24 Years	4,297	5.52%
25-34 Years	11,904	15.28%
35-44 Years	10,168	13.06%
45-54 Years	10,173	13.06%
55-59 Years	5,535	7.11%
60-64 Years	4,929	6.33%
65-74 Years	7,459	9.58%
75-84 Years	4,599	5.91%
85-plus Years	2,626	4.69%
Median Age	42	

## DEMOGRAPHICS: RACE/ETHNICITY & EMPLOYMENT

Population demographics are applied from the Census Bureau's American Community Survey. Data for zip-county-metro-state and US markets are applied directly. Demographic totals for radius-based markets are applied at the level of aggregated zip codes which are co-joined to the selected market radius. Elements of this data are also integrated into our Sales per Person and Sales per Household calculations displayed on the Penetration>Table tab.

Race/Ethnicity	
White	67,915
Hispanic (all races)	3,146
African American	3,546
Native American	83
Asian	3,366
Asian Indian	1,188
2-plus Races	1,786

Employment		
Population: 16-plus Years	64,698	100%
Labor force	40,541	62.66%
Mean Commute (minutes)	33.0	
Civilian Labor Force	40,490	62.58%
Civilian employment	38,993	60.27%
Unemployed	1,497	2.31%
Work at Home	1,457	2.25%

## DEMOGRAPHICS: INCOME & EDUCATION

Population demographics are applied from the Census Bureau's American Community Survey. Data for zip-county-metro-state and US markets are applied directly. Demographic totals for radius-based markets are applied at the level of aggregated zip codes which are co-joined to the selected market radius. Elements of this data are also integrated into our Sales per Person and Sales per Household calculations displayed on the Penetration>Table tab.

Income		
Total households	33,628	100%
Below \$10k Income	1,110	3.30%
\$10k-14.9k Income	999	2.97%
\$15k-24.9k Income	2,771	8.24%
\$25k-34.9k Income	3,003	8.93%
\$35k-49.9k Income	4,567	13.58%
\$50k-74.9k Income	6,218	18.49%
\$75k-99.9k Income	5,095	15.15%
\$100k-149.9k Income	5,565	16.55%
\$150k-199.9k Income	2,482	7.38%
>\$200k Income	1,816	5.40%
Median HH Income (\$)	59,454	
Mean HH Income (\$)	79,089	
Per Capita Income (\$)	36,839	

Education		
Population 25+ Years	57,393	100%
High School Graduate	16,721	29.1%
Some College (no degree)	9,336	16.3%
Associate's Degree	5,222	9.1%
Bachelor's degree	14,014	24.4%
Graduate/Professional degree	8,241	14.4%
% High School Graduate or Higher (total)	53,530	93.3%
% Bachelor's Degree or Higher (total)	22,249	38.8%

## DEMOGRAPHICS: HOUSING

Population demographics are applied from the Census Bureau's American Community Survey. Data for zip-county-metro-state and US markets are applied directly. Demographic totals for radius-based markets are applied at the level of aggregated zip codes which are co-joined to the selected market radius. Elements of this data are also integrated into our Sales per Person and Sales per Household calculations displayed on the Penetration>Table tab.

Housing Units		
Total Housing Units	33,628	100%
Occupied Housing Units	31,949	95.01%
Type of Housing		
1 Unit Detached Housing Structures	20,498	60.96%
1 Unit Attached Housing Structures	4,949	14.72%
2 Unit Housing Structures	889	2.64%
3-4 Unit Housing Structures	1,377	4.09%
5-9 Unit Housing Structures	1,917	5.70%
10-19 Unit Housing Structures	1,438	4.28%
20-plus Unit Housing Structures	2,162	6.43%
Mobile Home Housing Units	380	1.13%
Boat-RV-Van Housing Units	18	0.05%

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Age of Housing		
Age of Housing		
Housing Built 2010 or Later	1,169	3.48%
Housing Built 2000-2009	3,196	9.50%
Housing Built 1990-1999	2,823	8.39%
Housing Built 1980-1989	3,503	10.42%
Housing Built 1970-1979	5,153	15.32%
Housing Built 1960-1969	5,270	15.67%
Housing Built 1950-1959	5,558	16.53%
Housing Built 1940-1949	1,959	5.83%
Housing Built 1939 or Before	4,997	14.86%
Occupants per Unit		
Units with less than 1 Occupant Per Room	31,730	99.31%
Units with 1.1-1.5 Occupants Per Room	197	0.62%
Units with 1.51-plus Occupants Per Room	22	0.07%



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Occupied Housing Value		
Median Value of Owner Occupied Units (\$)	190,416	
Owner Occupied Units: Value < \$50k	629	2.88%
Owner Occupied Units: Value \$50k-\$99.9k	976	4.47%
Owner Occupied Units: Value \$100k-\$149.9k	3,946	18.06%
Owner Occupied Units: Value \$150k-\$199.9k	6,305	28.85%
Owner Occupied Units: Value \$200k-\$299.9k	6,241	28.56%
Owner Occupied Units: Value \$300k-\$499.9k	3,020	13.82%
Owner Occupied Units: Value \$500k-\$999.9k	642	2.94%
Owner Occupied Units: Value >\$1 Million	96	0.44%
Owner-Occupied Units with Mortgage	14,279	44.69%
Owner-Occupied Units without Mortgage	7,576	23.71%

## DEMOGRAPHICS: HOUSING

Population demographics are applied from the Census Bureau's American Community Survey. Data for zip-county-metro-state and US markets are applied directly. Demographic totals for radius-based markets are applied at the level of aggregated zip codes which are co-joined to the selected market radius. Elements of this data are also integrated into our Sales per Person and Sales per Household calculations displayed on the Penetration>Table tab.

Occupied Units Paying Rent		
Occupied Units Paying Rent	9,710	100%
Median Rent Paid	951	
Occupied Units Paying <\$500 Rent	653	6.73%
Occupied Units Paying \$500-\$999 Rent	4,619	47.57%
Occupied Units Paying \$1000-\$1499 Rent	3,739	38.51%
Occupied Units Paying \$1500-\$1999 Rent	478	4.92%
Occupied Units Paying \$2000-\$2499 Rent	54	0.56%
Occupied Units Paying \$2500-\$3000 Rent	65	0.67%
Occupied Units Paying \$3000 or More Rent	102	1.05%
Rent Paid < 15% of Income (Households)	1,385	14.26%
Rent Paid 15%-19.9% of Income (Households)	1,607	16.55%
Rent Paid 20%-24.9% of Income (Households)	1,196	12.32%
Rent Paid 25%-29.9% of Income (Households)	1,101	11.34%
Rent Paid 30%-34.9% of Income (Households)	1,052	10.83%
Rent Paid 35%-plus of Income (Households)	3,239	33.36%

## ABOUT THE DATA

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BizMiner data is widely accepted for industry analytical work, benchmarking, valuations, forensics and litigation. BizMiner content is accepted in US Tax Court (Bauer vs. IRS: T.C. Memo. 2012-156) and is utilized by state, provincial and national taxing agencies in the US and Canada.

Raw data analyzed for BizMiner reports is sourced from an array of the nation's government and private statistical sources. None of these raw data sources creates the final measures reflected in BizMiner industry profiles. In total, BizMiner accesses over a billion sourced data points from eighteen million business operations. Historical data and BizMiner algorithms are used to inform and test projections for non-reporting firms. Data elements include:

- IRS SOI Corporation Tax Book
- IRS Statistics of Income
- US Economic Census
- US Census Quarterly Financial Reports
- US Census County Business Patterns
- Bureau of Labor Statistics Monthly Employment Reports
- Bureau of Labor Statistics Monthly Unemployment Reports
- Bureau of Labor Statistics Annual Wage Survey
- Bureau of Labor Statistics Industry Productivity Reports
- Bureau of Labor Statistics Price Indices
- Bureau of Labor Statistics Consumer Price Index
- National Agricultural Statistical Service
- US Census Quarterly Financial Reports
- US Census Retail Trade Report
- InfoGroup, Inc.
- Business Valuation Resources
- American Community Survey

While 100% firm coverage is desirable for analysis purposes, the greatest value of BizMiner reports rests in discerning patterns of activity, which are reflected in the large samples used to develop our reports. The overall current coverage of the databases surpasses 13 million active business operations at any point in time.

As is the case with any databases this large, some errors are inevitable. Some firms are missed and specific information on others is lacking from the database. Not all information received is uniform or complete, resulting in the need to develop projection algorithms for specific industry segments and metrics in some report series. No representation is made as to the accuracy of the databases utilized or the results of subsequent analyses. Neither the Brandow Company nor its resellers has undertaken independent primary research to confirm the accuracy of the data utilized in the Profile analyses. Neither the Brandow Company nor its resellers are responsible for conclusions drawn or decisions made based upon this data or analysis. In no event will the Brandow Company or its resellers be liable for any damages, direct, indirect, incidental or consequential resulting from the use of the information contained in BizMiner reports.