



Competitive Market Analysis

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Prime Plumbing

[238220] Plumbing, Heating, and Air-Conditioning Contractors

Financial Peer Group: \$1m-\$2.49m

Market Peer Group: Small Business (<25 employees)

Market Area: Zip Codes 17011,17043,17055

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The competitive market analysis generally progresses from big picture background to a specific market area industry analysis and benchmarks Prime Plumbing.

I. General Business and Consumer Environment

- Regional Trends
- Area Income
- Economic Background

Between October 2014 and October 2015, total state employment grew by 1.9%, while unemployment decreased by 1.1 points to 5.3%. During the same period, state employment in Construction, the parent sector of Plumbing, Heating, and Air-Conditioning Contractors in the Bureau of Labor Statistics taxonomy, increased by 9.9%. The sector represents 4.0% of total state employment, including the public sector. On a national scale, the Plumbing, Heating, and Air-Conditioning Contractors industry holds a \$244,833,633,675 market.

The specific market area is contiguous with the Zip Codes 17011,17043,17055.

As of 2015q2, the area supported a business base of 4,358 locally operated firms and 777 business branch operations. Local business operations are distributed among economic sectors as shown in the accompanying CMA-2 file.

Economic Sector Concentrations : For quicker loading, this content can be found in the accompanying [CMA-2] file.			
Sector	Market Area	Sector	Market Area
Agriculture-Forestry-Fishing-Hunting	%	Mining-Quarrying- Oil & Gas Extraction	%
Utilities	%	Construction	%
Manufacturing	%	Wholesale Trade	%
Retail Trade	%	Transportation-Warehousing	%
Information	%	Finance and Insurance	%
Real Estate- Rental and Leasing	%	Professional-Scientific-Technical Services	%
Management- Companies & Enterprises	%	Administrative-Support-Waste-Remediation	%
Educational Services	%	Health Care-Social Assistance	%
Arts-Entertainment- Recreation	%	Accommodation-Food Services	%
Other Services	%	Total	

The market area includes 39,660 personal income reporting units with total gross income of \$2,821,014,340 (average income: \$71,130), 24.3% above the US average of \$57,227. (Each personal income reporting unit represents a single IRS tax return and is used to approximate a consumer decision-making unit.) The percentage of earning units within each income reporting bracket is noted in the table:

Personal Income Breakdown (IRS reporting units)	
Income Bracket	Market Area
\$1-\$25,000	31.3%
\$25,000-\$50,000	23.4%
\$50,000-\$75,000	16.1%
\$75,000-\$100,000	11.1%
\$100,000-\$200,000	14.3%
Over \$200,000	3.9%

The average income of the 5,670 personal income units reporting \$100,000-\$200,000 gross income is \$134,503; Average income of the 1,530 units reporting more than \$200,000 gross income is \$513,845.

II. Competitive Market Concentrations and Vitality

- Market Penetration
- Industry Vitality

The Plumbing, Heating, and Air-Conditioning Contractors industry captures \$1,291 in sales per personal income earning unit within the market area, representing local demand below US national levels of \$1,778. Local industry sales are about 1.8% of gross personal income, below the US national level of 3.1%. The industry location quotient of 0.43 indicates market area employment concentrations below the industry employment concentration nationally (where the US concentration equals 1.00).

The market area Plumbing, Heating, and Air-Conditioning Contractors industry transacts \$9,970 in sales per private sector business establishment, representing local demand below US national levels (\$15,524). Locally generated industry sales represent 0.76% of the total volume of sales generated in the market area by businesses of all types, a 0.81 multiple of the national average share.

Over the 24 month period year-end 2011-2013, 17.1% of US business establishments in the industry, and 18.0% in its small business segment, ceased independent operation.

By contrast, the cessation rate (2013-2014) in the market area was 22.64% industrywide and 23.40% for small businesses.

On the new business vitality side of the equation, 2 independent industry startups and new branch operations were identified in the market area, creating a new operation rate of 4.65% in the most recent analysis year, less than the national rate of 7.60%. Unusually low new operation rates can indicate market saturation or lack of perceived opportunity, while high rates suggest both opportunity and the recognition of it. Due to the limited number of new operations at any given time, this indicator is often less useful in small local market areas.

III. Industry Market Size and Projections

- Market Volume
- Small Business Share
- Growth and Projections

In this market area, the Plumbing, Heating, and Air-Conditioning Contractors industry includes 43 business operations; 39 independent firms and 4 branch establishments. Among the independent firms, 37 fall within small business parameters defined as single site firms with fewer than 25 employees.

Industry firms based in the market area represent locally generated industry sales of \$51,194,640, which excludes operations of branches owned by local firms but situated outside the market area; and conversely, includes branch operations inside the market area, even if owned by firms based elsewhere. The locally generated industry market volume figure is projected from sales per employee data and local employment totals. The generated market volume of the industry's small business segment in the market area is \$29,619,756, or 57.9% of the total local market. Nationally, small businesses capture 53.9% of industry market share. For the market-specific focus of this competitive analysis, generated sales is applied as the most useful barometer of industry-wide market area revenue unless otherwise specified.

Average annual (locally generated) site sales are \$1,190,573, including branch operations controlled from outside the market area. Nationally, industry site sales are \$1,289,623 or 108.3% of local levels. Market area small business sales average \$800,534, or 4.3% above the national average for small businesses in the industry.

Employment in the Construction industry group is projected to grow by 2.6% per year through 2022. Output is projected to increase by 4.1% per year over the same period. Actual market area growth will be impacted by local conditions including income levels and business-to-business demand. The utility of short-term projections may be adversely affected by unforeseen economic turbulence and volatility.

IV. Prime Plumbing: Market Analysis and Business Valuation Benchmarks

- Annual Sales
- Sales per Employee
- Officer Compensation
- Discretionary Owner Earnings
- Profit
- Efficiency

Prime Plumbing annual sales of \$1,865,265 are 42.1% above the market area Small Business (<25 employees) average and 36.3% above the national Small Business (<25 employees) average for Plumbing, Heating, and Air-Conditioning Contractors.

Industry sales per employee are \$182,676 at the national level and \$183,278 in the market area. Another efficiency measure, the Asset:Sales ratio, shows the industry financial peer group at 0.26. Prime Plumbing Asset:Sales are 2.14.

Nationally, industry officer compensation for \$1m-\$2.49m in the Plumbing, Heating, and Air-Conditioning Contractors industry is 6.70%, while Prime Plumbing officer compensation is 5.61%. Industry discretionary owner earnings increase to 13.1% when net profit of 6.80% and non- cash expenses (Amortization-Depletion-Depreciation) of 1.09% are added back into actual available dollars. By comparison, when Prime Plumbing discretionary owner earnings are calculated for this sales class (including net profit of 5.49% and non- cash expenses of 0.93%), total owner discretionary earnings of 12.03% under-perform the average of the financial peer group. Actual market area owner compensation is further affected by local and regional factors such as wage costs state tax levels and by local rental rates.

Valuation Benchmarks: Prime Plumbing to Industry

Prime Plumbing Sales per Employee to Financial Peer Group SPE	Higher by \$24,413
Prime Plumbing Gross Profit to Industry Financial Peer Group	Lower by 6.93%
Prime Plumbing Net Profit to Industry Financial Peer Group	Lower by 1.31%
Prime Plumbing Officer Compensation to Industry Financial Peer Group	Lower by 1.09%
Prime Plumbing Owner's Discretionary Earnings to Industry Financial Peer Group	Lower by 1.04%
Prime Plumbing Sales per Employee to Industry Market Area SPE	Lower by 0.05%

V. Competitive Summary

- Market Area to National Industry Peers

The competitive analysis identifies industry strengths and weaknesses in this market area relative to the national performance of firms within the industry classification:

Competitive Indicators: Local Industry Market to National Industry

Industry Sales as a Per Cent of Total Market Sales	Lower
Industry Cessation Rate	Higher
Market Peer Group Cessation Rate	Higher
Industry New Operation Rate	Lower
Average Site Sales	Lower
Average Market Peer Group Sales	Lower
Sales per Personal Income Reporting Unit	Lower
Sales per Gross Dollar of Personal Income	Higher
Industry Sites per Household	Lower
Industry Employment Concentration	Lower
Average Industry Sales per Employee	Higher
Market Peer Group Group Sales per Employee	Higher

Prime Plumbing performance reflects these strengths and weaknesses relative to the industry in this market area:

Competitive Indicators: Prime Plumbing to Market Area Industry

Average Annual Sales (market area firms)	Higher
Sales per Employee (market area)	Higher
Officer Compensation (national)	Lower
Discretionary Owner Earnings (national)	Lower

VI. Competitive Analysis Table	
Market Area Industry Establishments	43
Market Area Independent Industry Firms	39
Market Area Industry Small Businesses	37
Market Area Industry Branch Establishments	4
2015q2 Market Area: Industry Volume (\$)	51,194,640
2015q2 Market Area: Small Business Volume (\$)	29,619,756
2015q2 US Industry: Average Annual Industry Firm Sales (\$)	1,368,481
2015q2 US Industry: Average Annual Industry Site Sales (\$)	1,289,623
2015q2 Market Area: Average Annual Industry Firm Sales (\$)	1,312,683
2015q2 Market Area: Average Annual Industry Site Sales (\$)	1,190,573
2015q2 US Industry: Average Annual Industry Small Business Sales (\$)	767,799
2015q2 Market Area: Average Annual Industry Small Business Sales (\$)	800,534
Current Prime Plumbing Annual Sales (\$)	1,865,265
2015q2 US Industry: Sales per Employee (\$)	182,235
2015q2 Market Area: Industry Sales per Employee (\$)	182,838
Prime Plumbing Sales per Employee (\$)	207,252
US Industry: Sales per Personal Income Reporting Unit (\$)	1,778
Market Area Industry: Sales per Personal Income Reporting Unit (\$)	1,291
US Industry: Sales per US Business Establishment (\$)	15,524
Market Area Industry: Sales per Area Business Establishment (\$)	9,970
US Industry: Sales as a % of Gross Personal Income	3.1%
Market Area Industry: Sales as a % of Gross Personal Income	1.8%
Sales Concentration/ Quotient (US=1.00)	0.76
Employment Concentration/ Quotient (US=1.00)	0.43
Industry Officer Compensation: \$1m-\$2.49m	6.70%
Prime Plumbing Officer Compensation	5.61%
Industry Net Profit: \$1m-\$2.49m	6.80%
Prime Plumbing Net Profit	5.49%
Industry Discretionary Owner Earnings: \$1m-\$2.49m	13.07%
Prime Plumbing Discretionary Owner Earnings	12.03%
US Industry: Cessation Rate (2013-2014)	17.1%
Market Area Industry: Cessation Rate (2013-2014)	22.6%
US Industry: Small Business Cessation Rate (2013-2014)	18.0%
Market Area Industry: Small Business Cessation Rate (2013-2014)	23.4%
US Industry: New Business Vitality Rate	7.60%
Market Area Industry: New Business Vitality Rate	4.65%

Citations

Income content: Internal Revenue Service
Employment/Unemployment: Bureau of Labor Statistics
Employment/Unemployment: Bureau of Labor Statistics; US Census Bureau
Employment-Productivity Projections: Bureau of Labor Statistics
Industry Growth Projections: BizMiner projections, based on BLS
Industry Trend content: BizMiner projections based on data from BLS; Bureau of Economic Analysis; US Economic Census; US Census Bureau; various business credit reporting services

Glossary and Methodology

For ease of use, discussion of terms and methodology is partitioned by the successive segments of the Competitive Analysis.

I. General Business and Consumer Demand Environment

Time Series: Except where otherwise indicated, the report analyzes trends over three running years to year-end 2015q2. Content is adjusted to account for time lags in raw data. BLS data time series is cited separately in the report.

Establishments: Firms plus Branch operations.

Firms: Independent companies.

Small Businesses: In order to focus the analysis on the small businesses of greatest interest to our users, the analysis defines small businesses as single site firms with fewer than 25 employees. All small businesses are also "firms".

Branches: Subsidiary facilities of firms; non-headquarters operations.

Household Income: Household income data is derived from IRS reporting measures. Income data derived from individual returns is analyzed is assumed as one return per household.

II. Competitive Market Concentration and Vitality

The **Employment Concentration** compares the percentage of local industry employees in the market area economy to the corresponding data at the national level.

The **Sales Concentration** is the industry percentage of total economy-wide sales, local and national. In each case, the trend indicates the increasing or decreasing importance of the industry in the economic area under review.

Cessation Rates: Cessation rates ("failure rates" in other BizMiner reports) track the actual experience of industry establishments and small businesses doing business at the start of the time series, and still in operation at the end of the analysis period. "Mature firms" are business operations within a given category which have maintained operations throughout the time series. Mature Firm measures isolate and report on these ongoing firms. As a result, Mature Firm benchmarks display experience-rated measures, rather than snapshots of the industry at a particular point in time. Firms which have experienced a transfer in ownership but continue as independent firms are considered "survivors". Firms which relocate but maintain independent operations are considered survivors if they do not move out of the jurisdiction being analyzed. Firms which are purchased or merge and become subsidiary locations, or whose location is terminated, are grouped with the "failures". Any business entity which does not evidence ongoing operations (for example, by registering with government agencies or credit reporting services) is considered to have ceased viable operations and is classified with the "failures".

The Cessation rate analysis is developed for discrete business segments by segregating the original pool of tracked firms by industry classification, location, and population segment (all establishments, small businesses, etc.) That beginning universe is segregated and tracked to develop the failure rate for that group. As a result, failure 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 failure rates) due to business relocations during the analysis period.

New Business Vitality Rate: This metric includes percentage measurements for both entrepreneurial activity and new branch development.

The Startup Rate measures the percentage of all industry firms which indicated one year or less of operation during the one-year period reflected by the time series and which maintained operation through its end point. These startup firms are compared to the number of firms in the industry for which ages can be identified. The **New Branch Rate** measures the number of new branches developed in the final year of the time series and which maintained operation through the end of the time series. These are compared to the total number of industry branches. The two measures are combined into a unified **New Business Vitality Rate** displayed at local and national industry levels.

III. Industry Market Size and Market Share

Reported Annual Market Volume includes industry sales figures from multi-site firms classified in the selected industry, generally including branch revenues. The Market Volume figures include sales of US firms and US-reporting subsidiaries of firms headquartered outside the US. The volume figures are for the industry (firms identifying this as their primary classification) not the product or service. As an example, a report for retail furniture stores analyzes sales of stores whose predominant revenue stream is furniture sales; that data would not include furniture sold at a general department store, for example. Consequently, more detailed industry segments may underreport volume due to the choice of companies to identify a higher level parent classification as their primary line of business.

Generated Market Volume projects sales volume based on the number of local industry employees and sales per employee data developed by BizMiner. This number includes headquarters operations inside the area, as well as branches of any industry firms located within the selected area. It excludes branch operations located outside the area. The Generated Market Volume figure is an indicator of the actual sales of an industry transacted within the selected area.

Industry Projections are developed for 1-3-5 year intervals, and are derived from various data elements from the US Bureau of Labor Statistics and US Economic Census. The utility of short-term projections may be adversely affected by unforeseen economic turbulence and volatility.

IV. Competitive Analysis and Benchmarks

Average Annual Sales: The Average Annual Sales table displays "snapshot" average dollar sales for all industry sites (including branches), firms, and small businesses in each of the three years in the time series. The Change rows express the growth or decline of these snapshots in percentage terms. Although the relationship of local branches and firms is unknown, the average firm data is calculated based on the assumption of local branch ownership.

While there is significant overlap of firms in each category between years, results can be affected by business failures, mergers and the migration of companies between the three categories. Migration between business classifications has a much lesser impact in most cases.

Sales per Employee: A common indicator of productivity, sales per employee data is presented for the Industry (all establishments), and the Small Business sector within it.

Sales Growth: Sales Growth measures compare the change in total sales over the time series displayed in the report.

About the Data

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 15 million business operations for each of its twice annual updates covering a 3-5 year time series. Historical data and BizMiner algorithms are used to inform and test projections for non-reporting firms. Data elements are sourced specifically from:

- IRS SOI Corporation Income Tax>Returns
- IRS SOI Corporation Tax Book
- IRS SOI 1040 Schedule C Income Tax Returns
- IRS SOI Statistics of Income
- Individual Tax Statistics
- US Economic Census of Manufactures
- US Census Economy Overview
- US Census Annual Survey of Manufactures
- US Census Annual Retail Trade Survey
- US Census Annual Wholesale Trade Survey
- US Census Quarterly Financial Reports
- US Census County Business Patterns
- Bureau of Labor Statistics Monthly Employment Reports
- Bureau of Labor Statistics Monthly Unemployment Reports
- US Census Wholesale Trade Report
- US Census Quarterly (New Housing) Sales by Price and Financing
- US Census Total Construction Spending
- US Census Retail Trade Report
- US Census Quarterly Services Survey
- Commercial Real Estate Survey
- Credit Reporting Agencies
- InfoGroup, Inc.
- Business Directories
- 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.