Belle Curve Insights · Big-firm analytics for small business

SAMPLE

Profit Leak Audit

GULF COAST PEST SOLUTIONS — PEST CONTROL (SAMPLE)

QuickBooks review · Prepared for owner review · Illustrative, fully de-identified · Annual revenue $1.42M

~$167,000

in annual profit opportunity, **from your QuickBooks data** — plus roughly $31,000 of cash trapped in unpaid invoices. That's about 12% of revenue. **Illustrative figures, not a real result.**

$1.42M	14%	~$31K	~$167K
Annual revenue	Recurring churn per year	Cash to free from overdue A/R	Profit opportunity found in the books

TOP FINDINGS — FROM QUICKBOOKS

1 Recurring prices have been flat while costs rose $57,500/yr

Gross margin on the residential quarterly plan has slipped from **58% (2022) to 49% (2025)** as chemical and fuel costs rose ~22% and the plan price never moved. A modest **$6-per-visit** increase across ~2,550 active quarterly accounts could recover most of the lost margin — and at this price point, few customers cancel over it.

2 One-time customers are never asked to become plan customers $34,000/yr

Of 1,140 one-time treatment jobs last year (termite, rodent, bed-bug), only **12%** converted to a recurring plan — against a ~25% benchmark. These are your warmest leads: they've already paid and trust you. Converting an extra ~90 to a quarterly plan could add high-margin recurring revenue at essentially no acquisition cost.

3 $47,200 is stuck in overdue invoices — mostly commercial $9,400/yr + $31K cash

Days-to-get-paid sits at **41 days** vs a ~25-day target, and **$47,200** is aged past 60 days, concentrated in a few commercial accounts. Tightening terms and a simple follow-up cadence could free roughly **$31,000** of cash and prevent an estimated **$9,400/yr** in bad debt.

4 Good customers are cancelling — and most are recoverable $28,500/yr

218 recurring accounts cancelled last year (a **14% churn rate**), worth ~$94,000 in annual recurring revenue. **61%** cancelled within 90 days of a missed appointment or billing surprise — both fixable. A save process and win-back on the recoverable third could add back meaningful recurring revenue.

5 A few far-flung routes run at a loss $18,900/yr

Your outlying "North County" stops average **2.1 stops/hour** vs a company average of **4.3** — so techs spend the day driving, not treating. After labor and vehicle cost, ~140 low-density accounts carry a negative margin. Re-sequencing or a low-density surcharge could recover the loss without hurting the core service area.

6 Overlapping software and over-market chemical spend $19,000/yr

Three overlapping subscriptions duplicate features and one cancelled tool is **still being billed** ($7,800/yr combined). Chemical purchasing is concentrated with one distributor at **9–14% above** available co-op pricing (~$11,200/yr). Both are quick, painless recoveries.

TOP OPPORTUNITIES — RANKED BY IMPACT

#1	**Correct the recurring price.** Bring the quarterly plan in line with today's costs — the single biggest lever in the books, at almost no risk of cancellations.	$57,500/yr
#2	**Convert one-time jobs to plans.** Turn your warmest leads — customers who already paid — into recurring revenue at no acquisition cost.	$34,000/yr
#3	**Win back churned customers.** A cancellation save-desk and a 90-day win-back on the recoverable third of cancellations.	$28,500/yr

■ YOUR QUICK WIN — DO THIS IN 30 MINUTES

Pull your **A/R aging report** and your **active-plan roster**. Call the top three overdue commercial accounts, and offer a quarterly plan to your ten most recent one-time customers. Those calls are the fastest cash and the easiest recurring revenue in the business — before you change anything else.

Want us to find these leaks in your books?

Send your QuickBooks exports and we'll show you exactly where the money is.
Reach out anytime at **sandra@bellecurveinsights.com**