

WEEKLY KPI SCORECARD

# Plumbing KPI Scorecard

The 8 numbers every plumbing owner should track weekly — with formulas, healthy ranges, and why each one matters.

THE 8 WEEKLY KPIS

<p><b>1 Revenue per Truck per Day</b></p> <p>HEALTHY RANGE</p> <p>Daily revenue ÷ active trucks</p> <p><b>\$1,800 – \$3,500</b></p> <p>Tells you whether trucks are earning their fully-loaded daily cost.</p>	<p><b>5 Booked Call Conversion</b></p> <p>HEALTHY RANGE</p> <p>Booked calls ÷ inbound leads</p> <p><b>Above 75%</b></p> <p>Below this, your CSR is your real bottleneck.</p>
<p><b>2 First-Time Fix Rate</b></p> <p>HEALTHY RANGE</p> <p>Jobs resolved on first visit ÷ total dispatches</p> <p><b>Above 80%</b></p> <p>Drives both retention and labor cost per ticket.</p>	<p><b>6 Gross Margin by Service Line</b></p> <p>HEALTHY RANGE</p> <p>(Revenue - direct costs) ÷ revenue per line</p> <p><b>50 – 65%</b></p> <p>Reveals which service lines fund the company.</p>
<p><b>3 Average Ticket Size</b></p> <p>HEALTHY RANGE</p> <p>Revenue ÷ completed tickets</p> <p><b>\$400 – \$900</b></p> <p>Every \$50 lift here flows almost entirely to gross margin.</p>	<p><b>7 Technician Billable Hour %</b></p> <p>HEALTHY RANGE</p> <p>Billable hrs ÷ total clocked hrs</p> <p><b>Above 65%</b></p> <p>The single largest lever on labor profitability.</p>
<p><b>4 Membership Plan Attach Rate</b></p> <p>HEALTHY RANGE</p> <p>New plans sold ÷ qualifying calls</p> <p><b>Above 25%</b></p> <p>Recurring revenue stabilizes seasonal swings.</p>	<p><b>8 Days to Cash</b></p> <p>HEALTHY RANGE</p> <p>Days from work-complete to cash-in-bank</p> <p><b>Under 14 days</b></p> <p>Determines whether you self-fund or depend on a credit line.</p>

Want help building this into a live dashboard? We embed as your fractional CFO and put these numbers in front of you every week.

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