

## HOW BUSINESS OWNERS CAN BENEFIT FROM A HANDS-ON FINANCIAL APPROACH

To build a profitable construction business, owners must be focused on key performance indicators (KPIs) and bottom-line numbers. These KPIs are centered on sales revenue, overhead, profit markup, labor costs per unit of work, and your updated job cost labor for every project. You can't expect anyone to care about your finances as much as you do. Someone else can pay your bills, send out the invoices, prepare financial reports and do the accounting, but the owner must be responsible for knowing and monitoring the numbers every day, week, and month.

Profit is your return for business ownership, taking risk and investing capital in your business. Profit is the net amount remaining and available at the end of the year or month to provide a dividend or distribution to the company owners—or leave in the company to consider the future.



## AIM AT NOTHING & HIT IT EVERY TIME

I've said it before, but most companies shoot at moving targets by attempting to make "as much money as possible" or "more



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