MARGEVUE

EXAMPLE REPORT — FICTIONAL DATA

Apex Flow Roofing

June 2026 Executive Action Report

Your dashboard showed what happened. This report explains what to do next.

BUSINESS TYPE **Residential and light commercial roofing contractor**	MARKET **Miami-area market**
REPORT DATE **July 3, 2026**	PREPARED BY **Margevue**

EXAMPLE REPORT — FICTIONAL DATA

Table of Contents

A premium monthly owner packet built for decisions, not just visibility.

> This example report uses fictional dashboard data designed to show the type of operational insight Margevue can produce for service businesses.

EXAMPLE REPORT — FICTIONAL DATA

Executive Decision Summary

June at a glance: what happened, what it means, and what to do next.

REVENUE INVOICED	REVENUE COLLECTED	OUTSTANDING INVOICES	ESTIMATED OP. PROFIT
$118,750	**$103,900**	**$14,850**	**$24,480**
Fictional June dashboard total	Cash collected during the month	Six balances remain open	After direct costs and OpEx

Metric	Result	Notes
Revenue collected	$103,900	Strong month, but collection gap needs focus
Revenue invoiced	$118,750	Shows completed/issued work volume
Outstanding invoices	$14,850	$13,200 high-priority balance first
Jobs completed	24	Enough activity for useful job and service-line analysis
Avg. collected revenue/job	$4,329	Healthy average, but small jobs pull margin down
Direct job costs	$57,640	Materials, labor, disposal, and job-level costs
Estimated gross profit	$46,260	44.5% estimated gross margin
Operating expenses	$21,780	Fuel, vehicle, software, marketing, insurance, admin
Estimated operating profit	$24,480	23.6% estimated operating margin
Data confidence score	86/100 report readiness	Strong example data with some review items

OWNER MONEY MOMENTS

- $13,200 in high-priority unpaid balances should be chased first.
- Facebook produced weak estimated profitability compared with referrals and Google.
- Three small/emergency jobs produced very low estimated profit.
- $4,110 of unassigned material spend reduced confidence in job-level margin.
- Saturday work should be emergency-only or premium-priced.

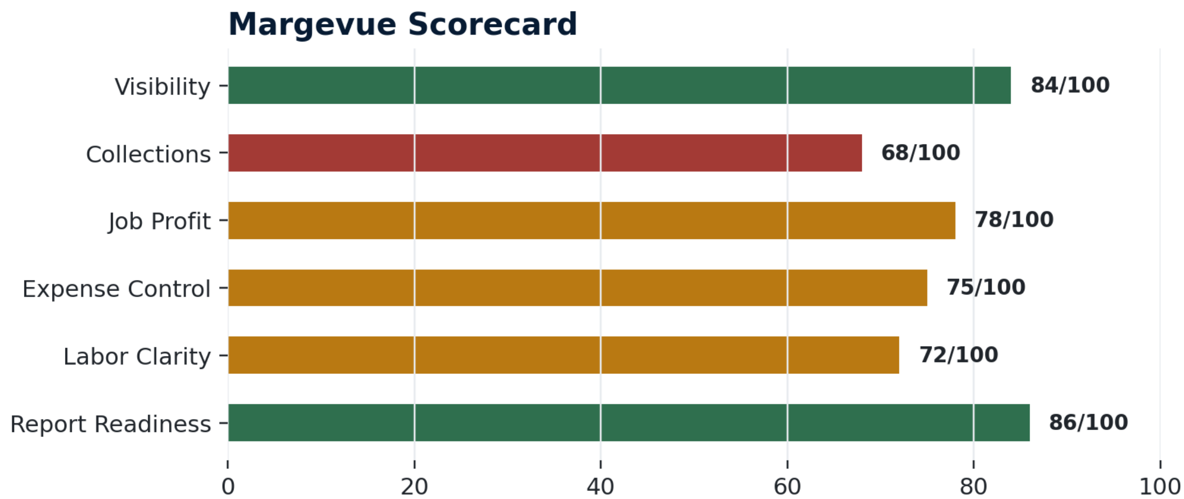
Top 5 decisions for next month

1. Follow up on the six unpaid balances this week, starting with the four high-priority accounts.
2. Test a small-job minimum and emergency premium to protect crew time and margin.
3. Review Facebook lead quality before increasing ad spend.
4. Assign every material receipt to a job or inventory category before month-end close.
5. Keep pushing referrals and Google, because they produced the strongest visible profit engines.

EXAMPLE REPORT — FICTIONAL DATA

Margevue Scorecard

A quick read on how well the business can be managed from the submitted data.



Score Area	Score	Rating	Meaning
Visibility	84/100	Strong	Most major activity is visible; some material and lead-source gaps remain.
Collections	68/100	Needs attention	Six balances are unpaid, with four high-priority follow-ups.
Job Profit	78/100	Good	Job-level costs exist, but unassigned materials reduce confidence.
Expense Control	75/100	Good	Spend is visible, but CRM/marketing/lead platform need ROI review.
Labor Clarity	72/100	Needs attention	Hours and pay are visible; job-level labor assignment can improve.
Report Readiness	86/100	Strong	Enough data for useful decisions and owner action.

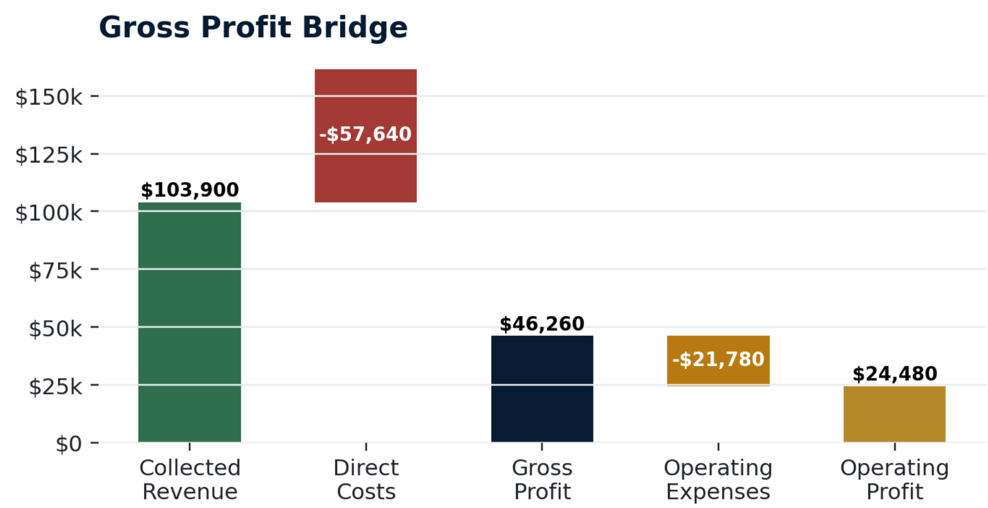
WHAT IMPROVES THE SCORE NEXT MONTH

Tie materials, labor, lead source, invoice date, and payment status to every job. The dashboard is already strong enough for decisions; the next level is tighter job-level assignment.

EXAMPLE REPORT — FICTIONAL DATA

Monthly Financial Snapshot

Clean separation of collected revenue, direct costs, gross profit, operating expenses, and operating profit.



Financial item	Result	Plain-English meaning
Revenue invoiced	$118,750	Total issued/expected June value
Revenue collected	$103,900	Cash actually collected
Outstanding invoices	$14,850	Cash not yet collected
Direct job costs	$57,640	Materials, labor/helper cost, disposal, job costs
Estimated gross profit	$46,260	Collected revenue minus direct job costs
Estimated gross margin	44.5%	Directional operating health indicator
Operating expenses	$21,780	General monthly operating expenses
Estimated operating profit	$24,480	Gross profit minus operating expenses
Estimated operating margin	23.6%	Estimated June operating margin

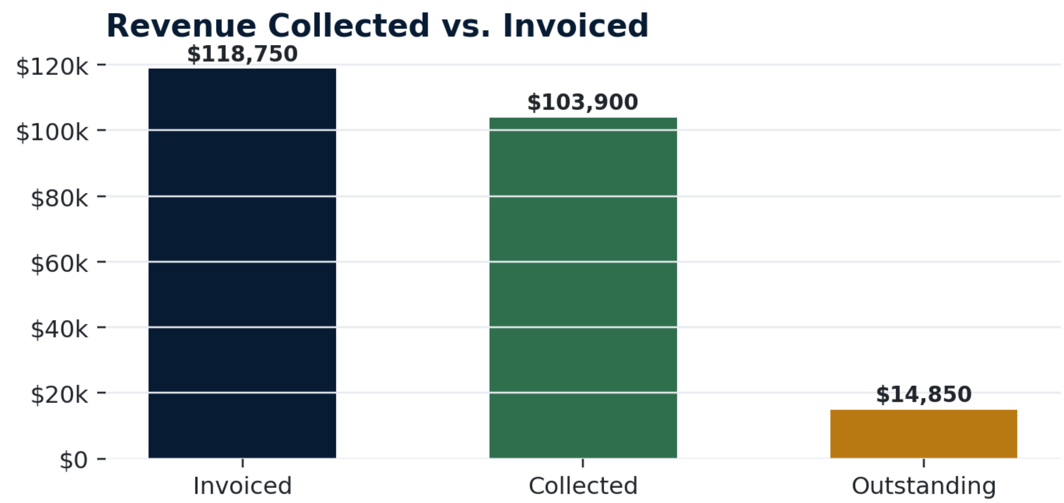
PLAIN-ENGLISH TAKEAWAY

June produced a healthy estimated operating profit, but the gap between invoiced and collected revenue needs a stronger collections rhythm. The margin is real only if direct costs remain complete and assigned correctly.

EXAMPLE REPORT — FICTIONAL DATA

Revenue and Collections

Cash collection gap, not just sales activity, determines owner flexibility.



Collection area	Amount	Share	Notes
Revenue invoiced	$118,750	100.0%	Work billed / expected for June
Revenue collected	$103,900	87.5%	Cash collected against June activity
Outstanding invoices	$14,850	12.5%	Collection gap to close
High-priority outstanding	$13,200	88.9% of open A/R	Start here first

PRIORITY ACTION

Follow up on the high-priority balances first. Collection work should be scheduled like job work - assigned, tracked, and completed weekly.

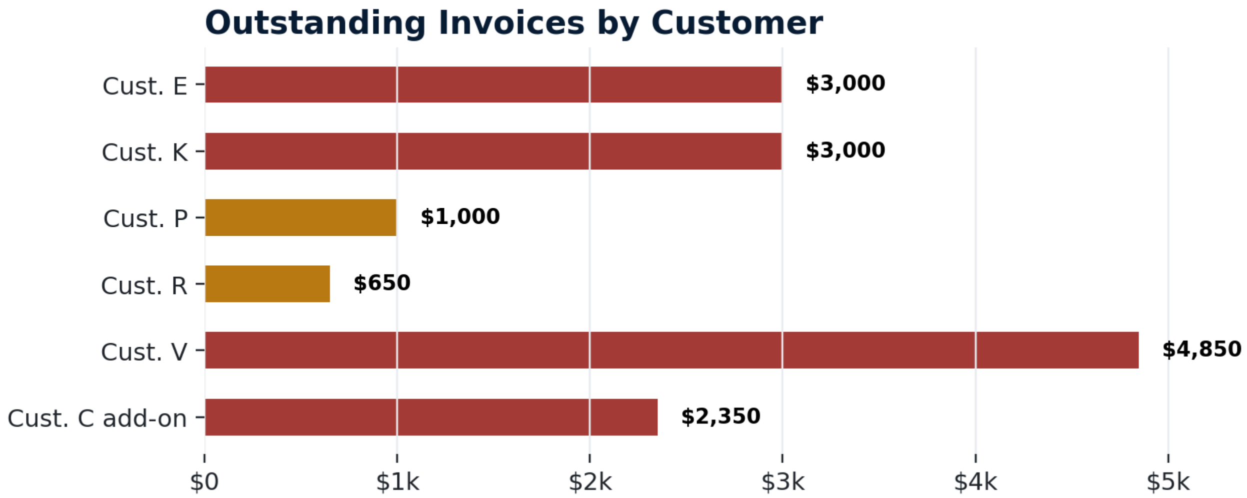
WHAT TO DO NEXT

Add a Friday 60-minute admin block for unpaid invoices, upcoming deposits, estimate follow-ups, and customer review requests.

EXAMPLE REPORT — FICTIONAL DATA

Unpaid Invoice Recovery List

The fastest cash-flow improvement is often recovering already-earned money.



Customer / Job	Invoice	Age	Amount	Priority	Suggested action
Customer E	Full replacement partial balance	21 days	$3,000	High	Send payment-status reminder and confirm expected payment date.
Customer K	Full replacement partial balance	15 days	$3,000	High	Follow up with invoice copy and payment link this week.
Customer P	Property account maintenance	12 days	$1,000	Medium	Confirm property-account approval and payment schedule.
Customer R	Inspection	10 days	$650	Medium	Send invoice reminder and attach inspection documentation.
Customer V	Roof replacement deposit job	7 days	$4,850	High	Confirm draw/payment milestone before additional work is scheduled.
Customer C add-on	Add-on balance	28 days	$2,350	High	Send a clean statement showing original job and add-on balance.

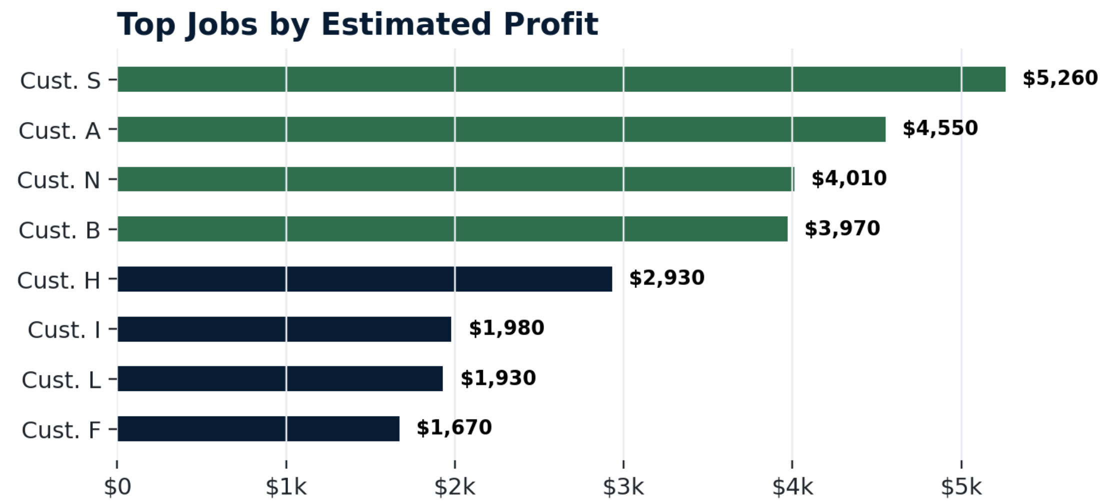
FINDING

Collecting the high-priority balances would bring in **$13,200** without adding new jobs.

EXAMPLE REPORT — FICTIONAL DATA

Job Profitability

Busy work is not always profitable work. This page separates volume from value.



Best-performing jobs

Job	Type	Collected	Est. Profit	Note
Customer S	Full roof replacement	$16,800	$5,260	Strongest estimated job profit
Customer A	Full roof replacement	$14,800	$4,550	Strong job, Google source
Customer N	Full roof replacement	$13,200	$4,010	Strong referral replacement
Customer B	Full roof replacement	$12,900	$3,970	Solid referral economics

Weakest / warning jobs

Job	Type	Collected	Est. Profit	Reason
Customer E	Full replacement	$8,600	$-820	Partially unpaid and weak after costs
Customer V	Roof replacement deposit job	$4,050	$-870	Cash timing and cost exposure
Customer W	Small shingle repair	$525	$15	Too low to justify much field time
Customer D	Emergency leak repair	$950	$145	Emergency work needs premium review
Customer U	Emergency tarp/ leak stop	$875	$140	Low profit for schedule disruption

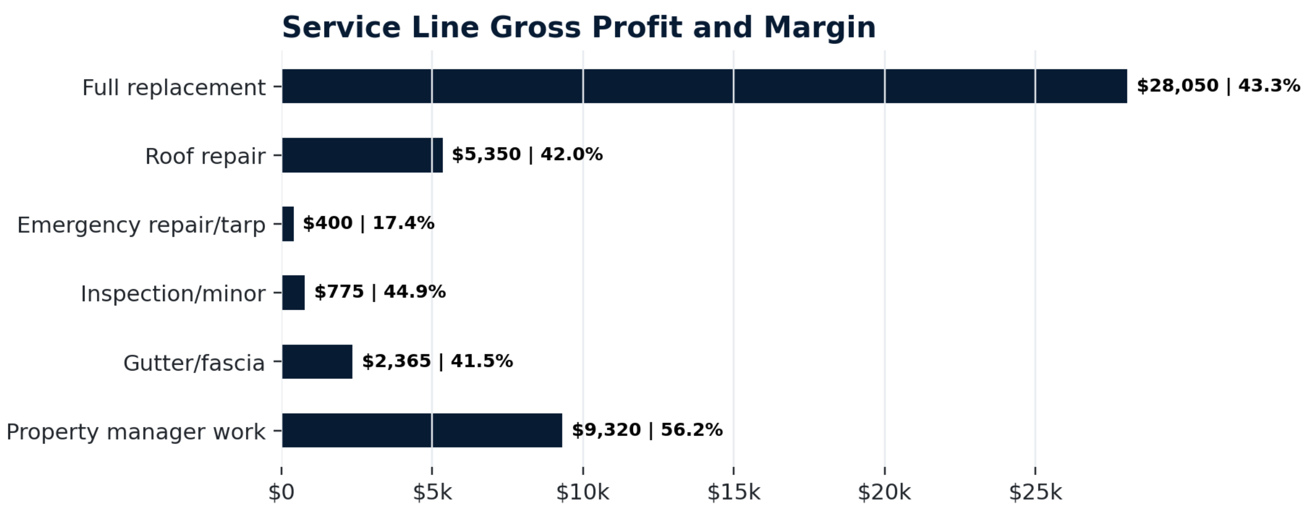
RISK

Profit may be overstated or understated when materials, helper hours, or subcontractor costs are not attached to the exact job.

EXAMPLE REPORT — FICTIONAL DATA

Service Line Performance

Which categories deserve more push, more control, or a pricing review.



Service line	Jobs	Revenue	Direct costs	Gross profit	Margin	Recommendation
Full roof replacement	7	$64,850	$36,800	$28,050	43.3%	Keep pushing, but enforce deposits and job-cost tracking.
Roof repair	5	$12,750	$7,400	$5,350	42.0%	Useful mid-ticket work when scheduled efficiently.
Emergency repair/tarp	3	$2,300	$1,900	$400	17.4%	Low margin unless premium-priced.
Inspection/minor repair	4	$1,725	$950	$775	44.9%	Good diagnostic margin, but low revenue ceiling.
Gutter/fascia	2	$5,700	$3,335	$2,365	41.5%	Solid add-on/service-line candidate.
Property manager work	3	$16,575	$7,255	$9,320	56.2%	Strong if payment terms are enforced.

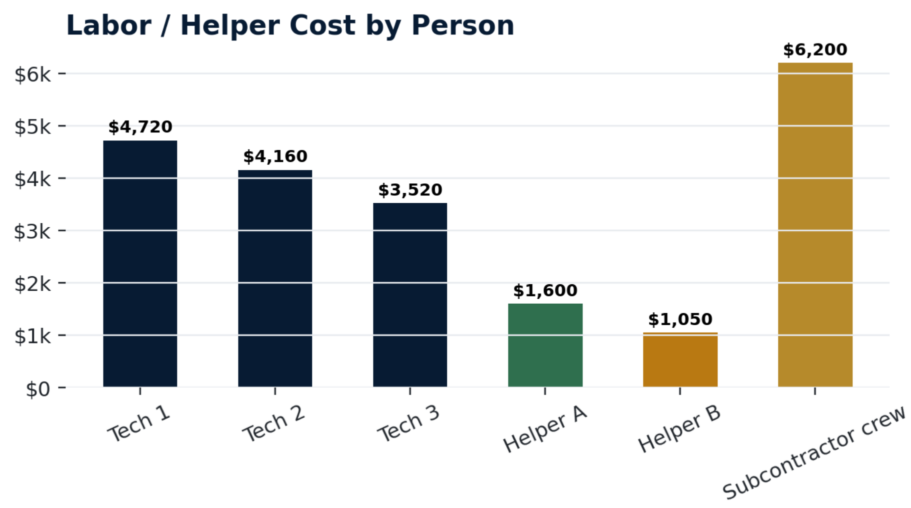
FINDING

Property-manager work and full replacements created the strongest visible profit dollars. Emergency and small repair work needs pricing discipline.

EXAMPLE REPORT — FICTIONAL DATA

Labor / Helper / Employee Pay

Labor should be measured by job impact, not only by total monthly pay.



Person	Role	Hours	Pay	Revenue touched	Notes
Owner	Owner/operator	92	Draw not included	$71,000	Sales, estimates, critical jobs
Tech 1	Field technician	118	$4,720	$58,000	Highest field hours; good utilization
Tech 2	Field technician	104	$4,160	$46,000	Strong production coverage
Tech 3	Field technician	88	$3,520	$35,000	Useful on repair/maintenance work
Helper A	Part-time helper	64	$1,600	$22,000	Best on large replacements
Helper B	Part-time helper	42	$1,050	$12,000	Review use on small jobs
Subcontractor crew	Outside crew	N/A	$6,200	4 full replacements	Track by job, not only by month

LABOR FINDING

Helper labor was valuable on large replacements but hurt margin on small repairs, emergency tarps, and diagnostics. Assign helpers where ticket size can absorb the labor cost.

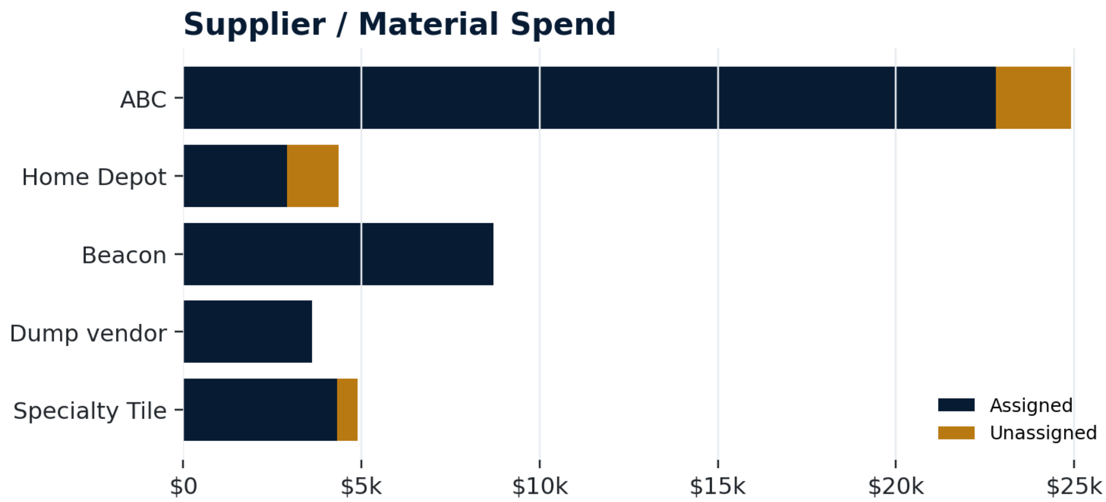
REVIEW WITH CPA/BOOKKEEPER

Review payroll, worker classification, subcontractor documentation, and tax treatment with the appropriate professional.

EXAMPLE REPORT — FICTIONAL DATA

Materials and Suppliers

Material assignment is where roofing profit visibility often improves fastest.



Supplier	Spend	Assigned to jobs	Unassigned	Notes
ABC Roofing Supply	$24,900	$22,800	$2,100	Primary supplier; largest concentration
Home Depot	$4,350	$2,900	$1,450	Convenience purchases; review unassigned items
Beacon Building Products	$8,700	$8,700	$0	Fully assigned
Local Dump/Disposal Vendor	$3,610	$3,610	$0	Direct disposal vendor
Specialty Tile Supplier	$4,880	$4,320	$560	Tile-specific; small unassigned balance

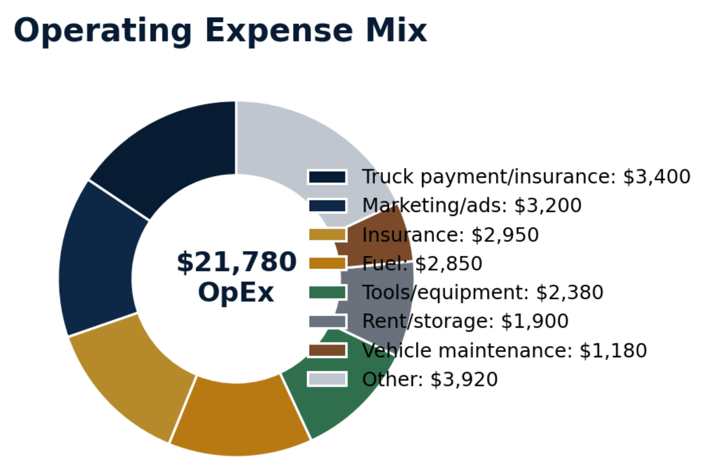
PRIORITY ACTION

Attach the **$4,110** in unassigned material spend to jobs or inventory. Until that is cleaned up, job margins are less reliable.

EXAMPLE REPORT — FICTIONAL DATA

Expense Leak Review

Not every expense is a leak, but every recurring charge should earn its place.



Expense area	Amount	Status	Why it matters
Fuel	$2,850	Watch	Track fuel per completed job and supply run.
Truck payment/insurance	$3,400	Normal	High fixed cost, expected for roofing operations.
Vehicle maintenance	$1,180	Review	Tie large maintenance items to truck/equipment records.
Software/subscriptions	$870	Review	CRM and lead platform need ROI/use review.
Marketing/ads	$3,200	High	Review spend by source; Facebook underperformed this month.
Phone/internet	$610	Normal	Business communication expense area.
Insurance	$2,950	Normal	Material fixed operating cost.
Rent/storage	$1,900	Normal	Review storage efficiency quarterly.
Office/admin	$620	Watch	Keep tied to admin needs, not owner personal use.
Meals	$430	Needs CPA/bookkeeper review	Review business purpose and documentation.
Bank/payment fees	$390	Watch	Monitor card/payment-method costs.
Tools/equipment	$2,380	Review	Separate one-time equipment from recurring expense trend.
Miscellaneous	$1,000	Missing context	Break into specific categories next month.

TOP EXPENSE CONCERNS

Marketing/ads, CRM usage, lead-platform ROI, fuel routing, and miscellaneous spend deserve review before they quietly become monthly leakage.

EXAMPLE REPORT — FICTIONAL DATA

Vehicle, Fuel, and Equipment

The truck and equipment base is necessary, but it should be measured against completed work.

FUEL SPEND	FUEL / JOB	VEHICLE/EQUIP. SPEND	TOOLS/EQUIPMENT	GPS STATUS
$2,850	**$119**	**$6,960**	**$2,380**	**$80/mo**
June fuel total	24 completed jobs	Truck, maintenance, tools	Separate one-time buys	Useful if reviewed

Area	June amount	Status	Action
Fuel	$2,850	Watch	Track fuel per completed job and supply run.
Truck payment/insurance	$3,400	Normal	High fixed cost; monitor as revenue fluctuates.
Vehicle maintenance	$1,180	Review	Tie maintenance spikes to truck/equipment records.
Tools/equipment	$2,380	Review	Separate one-time purchases from monthly operating trend.
GPS tracking	$80/mo	Useful if reviewed	Use GPS data for route/fuel review or downgrade.

OPERATING-CONTROL FINDING

Vehicle and equipment-related spend was material this month. The control point is not whether trucks cost money; it is whether fuel, maintenance, tools, and GPS data are connected to completed jobs and routing decisions.

WHAT TO DO NEXT

Track fuel per completed job, connect supply runs to job IDs, and review whether GPS tracking is actually being used for route decisions.

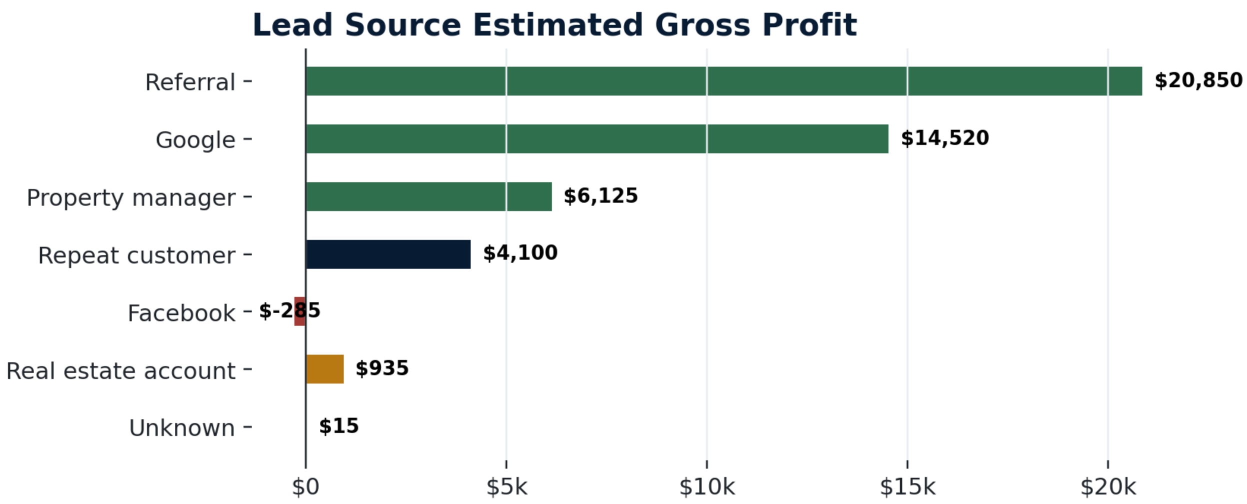
REVIEW WITH CPA/BOOKKEEPER

Ask your CPA/bookkeeper about vehicle, mileage, equipment, depreciation, and expense treatment. Margevue does not provide tax or bookkeeping advice.

EXAMPLE REPORT — FICTIONAL DATA

Lead Source Performance

Marketing should be judged by profit quality, not only by lead volume.



Lead source	Jobs	Invoiced	Collected	Est. GP	Finding
Referral	6	$65,800	$60,750	$20,850	Strongest visible profit engine
Google	7	$35,450	$31,950	$14,520	Strong volume; improve collections discipline
Property manager	3	$14,080	$13,080	$6,125	Useful recurring work; payment terms matter
Repeat customer	3	$10,600	$10,600	$4,100	High trust, good follow-up opportunity
Facebook	2	$13,700	$10,700	$-285	Weak/negative this month; review quality and pricing
Real estate account	2	$1,900	$1,250	$935	Low-ticket but relationship value
Unknown	1	$525	$525	$15	Needs tracking improvement

FINDING

Referral and Google produced the strongest visible profit engines. Facebook created volume but weak estimated profitability this month.

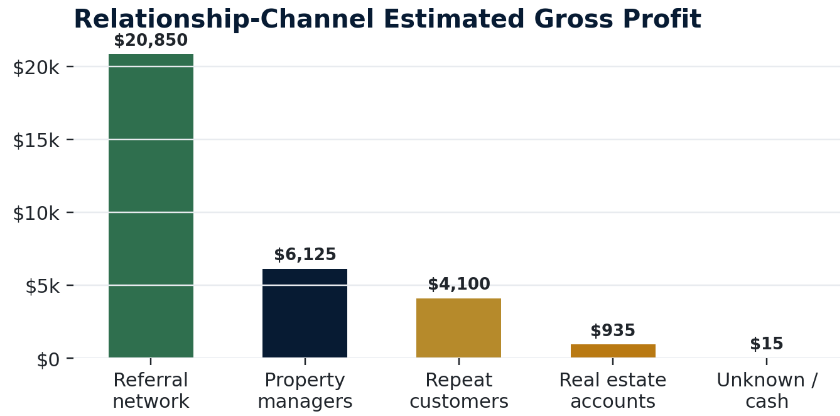
OWNER TASK

Ask every new customer how they found the business. Unknown lead sources make marketing decisions weaker.

EXAMPLE REPORT — FICTIONAL DATA

Customer and Repeat Revenue

The best revenue usually comes from relationships that are already warm.



FINDING

Warm relationship channels produced the strongest visible gross profit this month. Referrals, repeat customers, and property-manager relationships are not just nice-to-have sources - they are the highest-quality growth engine in this example data.

Customer segment	Jobs	Collected	Est. GP	Action
Referral network	6 jobs	$60,750	$20,850	Strongest visible engine; formalize referral asks.
Property manager accounts	3 jobs	$13,080	$6,125	Useful recurring work; enforce payment terms.
Repeat customers	3 jobs	$10,600	$4,100	Good review/referral opportunity.
Real estate accounts	2 jobs	$1,250	$935	Low-ticket but relationship-based.
Unknown / cash source	1 job	$525	$15	Capture contact/source before the job closes.

BEST FOLLOW-UP LIST

Satisfied full replacement customers, repeat customers, and property contacts should receive review/ referral requests.

CONCENTRATION NOTE

Recurring accounts are valuable, but they need written expectations and payment discipline.

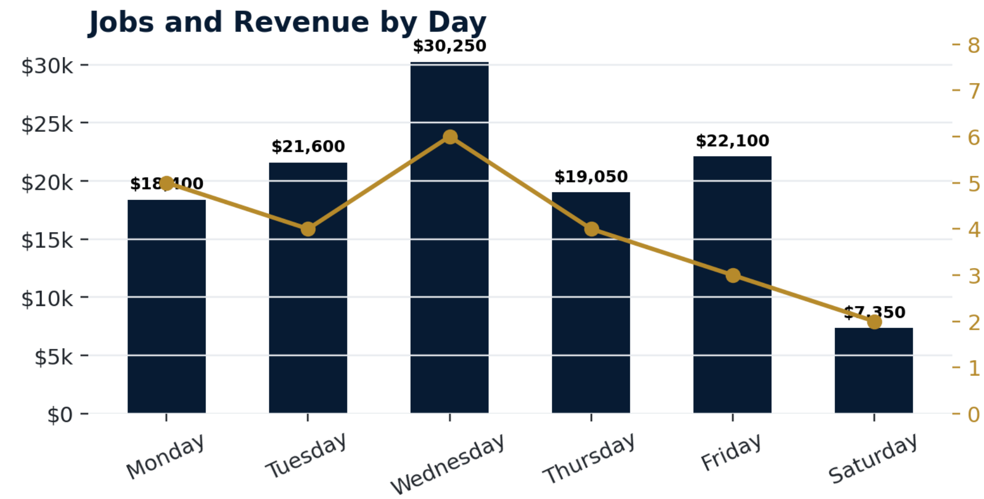
NEXT STEP

Create a post-job follow-up script: review request, referral ask, and maintenance/tune-up reminder.

EXAMPLE REPORT — FICTIONAL DATA

Calendar and Operations

Timing affects profitability: which days create output, and which days quietly drag margin.



Jobs by week

Week	Jobs	Invoiced
Week 1	5	$19,250
Week 2	7	$34,900
Week 3	6	$41,100
Week 4	6	$23,500

Jobs by day

Day	Jobs	Invoiced
Monday	5	$18,400
Tuesday	4	$21,600
Wednesday	6	$30,250
Thursday	4	$19,050
Friday	3	$22,100
Saturday	2	$7,350

OPERATIONAL FINDING

Wednesday and Friday produced strong revenue. Saturday work had lower margin and should be emergency-only or premium-priced.

OWNER TASK

Add a Friday admin/collections block so collections, estimates, reviews, and next-week scheduling do not get pushed into nights.

EXAMPLE REPORT — FICTIONAL DATA

Data Quality and Missing Information

A short, honest cleanup list - not the whole story.

Missing / incomplete item	Count / description	Impact	Next-month fix
Unassigned material spend	$4,110 across supplier purchases	Makes job-level margins less certain.	Attach every material receipt to a job or mark as inventory.
Cash job details	At least one walk-in/cash job has limited source detail	Limits follow-up, referral, and review opportunities.	Capture name, contact, job type, and source.
Lead-source gaps	One job marked unknown	Weakens marketing ROI analysis.	Make lead source a required dashboard field.
Receipt attachments	Some expense context incomplete	May delay CPA/bookkeeper review.	Upload receipt images when expenses are entered.
Prior-month comparison	No prior month included in the fictional example dataset	Trend analysis is limited to June only.	Include May/July exports for trend reporting.

DATA CONFIDENCE RATING

Medium-high confidence. The example data supports meaningful owner decisions, but margins improve further when every receipt, lead source, and labor entry is attached to the correct job.

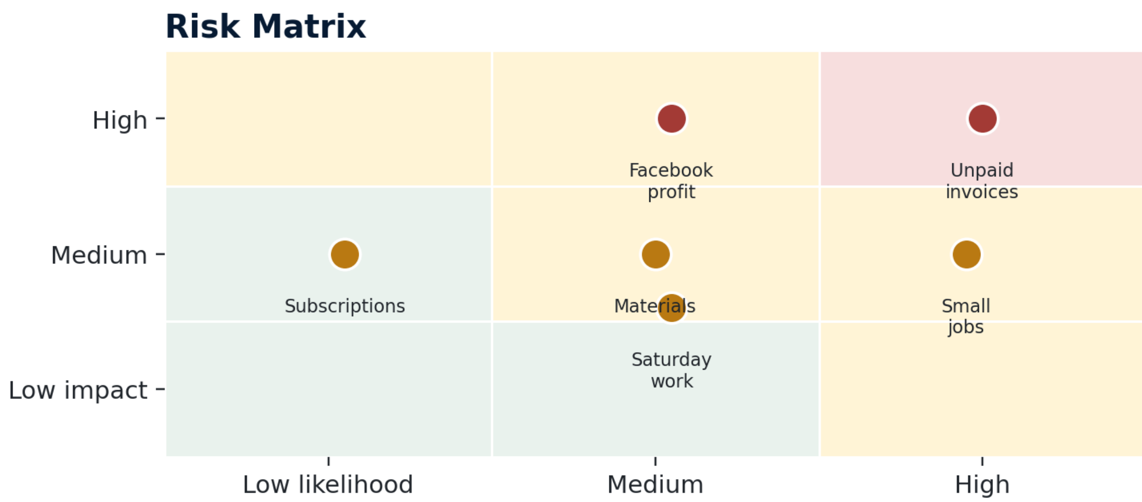
MISSING DATA

Missing data is not the theme of this report. It is the quality-control section that makes next month's report stronger.

EXAMPLE REPORT — FICTIONAL DATA

Risk Flags

The goal is not fear. The goal is catching preventable issues before they become normal.



Risk	Level	Matrix position	Why it matters
High-priority unpaid invoices	High	High impact / High likelihood	Six balances unpaid; $13,200 high-priority.
Weak Facebook profitability	High	High impact / Medium likelihood	Facebook leads were negative/weak in estimated profit.
Low-margin small/emergency jobs	Moderate	Medium impact / High likelihood	Several small calls produced very low profit.
Unassigned materials	Moderate	Medium impact / Medium likelihood	$4,110 needs assignment to jobs or inventory.
Saturday low-margin work	Moderate	Medium impact / Medium likelihood	Saturday work should be emergency-only or premium-priced.
Subscription leakage	Moderate	Low impact / High likelihood	CRM and lead platform need ROI review.
Customer/account concentration	Moderate	Medium impact / Medium likelihood	Referral and property accounts are valuable but need diversification.

RISK FOCUS

The highest-impact risks are unpaid balances, weak Facebook profitability, and low-margin small/emergency work. These are manageable if they become part of the owner's weekly rhythm.

EXAMPLE REPORT — FICTIONAL DATA

Pricing Opportunities

Practical review points, not guaranteed fixes.

Service / job type	Current pattern	Suggested review/test	Reason
Emergency repair/ tarp	Low profit on emergency work	Add emergency minimum or premium	Emergency work interrupts schedule and should protect margin.
Small shingle repair	Very low profit on the smallest jobs	Set a minimum service ticket	Tiny jobs can consume crew time without meaningful profit.
Full roof replacements	Strong revenue but cash timing risk	Require deposits and progress payments	Large jobs carry material/labor cash exposure.
Saturday jobs	Lower-margin operational pattern	Saturday premium pricing	Weekend work should be reserved or priced for disruption.
Property manager work	Good profit, payment discipline needed	Net terms and approval workflow review	Recurring accounts are valuable only if cash timing is controlled.
Facebook leads	Weak/negative estimated profit	Qualify leads harder or pause/test budget	Lead volume alone is not useful if jobs are weak.

PRICING OPPORTUNITY

Pricing should be tested where the data shows stress: emergency work, tiny repair tickets, Saturday work, and partially paid larger jobs.

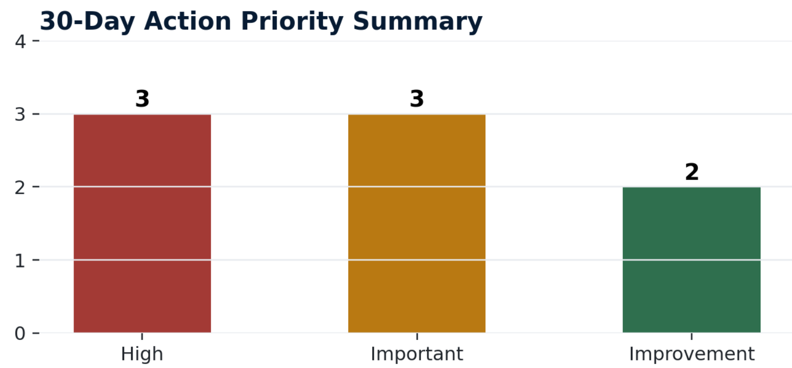
OWNER TASK

Final pricing decisions should be made by the owner based on market, customer base, crew capacity, and business strategy.

EXAMPLE REPORT — FICTIONAL DATA

30-Day Action Plan

The report becomes valuable when the owner knows exactly what to do next.



Priority	Action	Why it matters	Owner task	Margevue tracking	Deadline
High	Collect high-priority balances	Brings in $13,200 without adding new jobs.	Contact Customers E, K, V, and C add-on this week.	Update payment status and promised-pay date.	This week
High	Set deposit/payment checkpoints on large jobs	Customer V and E show cash timing risk on larger work.	Require payment milestone before additional work is scheduled.	Track deposit status by job.	Before next replacement
High	Review Facebook lead quality	Facebook produced weak estimated profitability this month.	Review every Facebook lead, price, and job outcome.	Compare lead source revenue, cost, and margin.	Within 14 days
Important	Create a small-job minimum	Three small/emergency jobs produced very low profit.	Set a minimum charge or emergency premium test.	Track close rate and margin after the test.	July 15
Important	Assign $4,110 unassigned materials	Unassigned materials reduce job-margin confidence.	Attach receipts to jobs or mark as inventory/shop stock.	Track unassigned material balance monthly.	This month
Important	Add Friday collections/ admin block	Collections need rhythm, not random follow-up.	Block 60 minutes every Friday for invoices and estimates.	Track completed follow-ups.	Every Friday
Improvement	Ask every customer for lead source	Unknown sources weaken marketing decisions.	Add one required intake question: how did you find us?	Dashboard lead-source completion rate.	Immediately
Improvement	Review CRM and lead platform	Recurring tools should either create value or be cut.	Decide keep, cancel, or downgrade after ROI review.	Track monthly subscription action status.	Before next billing

EXAMPLE REPORT — FICTIONAL DATA

CPA / Bookkeeper / Professional Checklist

Questions to bring to the appropriate licensed professionals.

Topic	Question for professional review
Vehicle/fuel	Are vehicle, fuel, mileage, maintenance, and GPS records categorized correctly?
Equipment/tools	Should equipment purchases be capitalized, depreciated, or expensed?
Meals	Are meals documented with business purpose and handled properly?
Subcontractor/helper pay	Are subcontractor and helper payments documented correctly?
Payment apps/cash jobs	Are payment app and cash-job receipts being reconciled properly?
Unpaid invoices	Are open invoices tracked consistently in the books?
Business/personal separation	Are business and personal expenses fully separated?
Sales tax/compliance	Are any sales tax, payroll, or contractor compliance issues relevant to this business?

PROFESSIONAL REVIEW NOTE

Margevue does not provide tax, legal, payroll, accounting, or bookkeeping advice. This checklist is for discussion with licensed professionals where appropriate.

OWNER TASK

Bring this report to the CPA/bookkeeper conversation so the discussion starts from real operating questions, not vague totals.

EXAMPLE REPORT — FICTIONAL DATA

Next-Month Margevue Focus + Methodology

What will be watched next, how the report was built, and what should be professionally reviewed.

Next-month Margevue focus

Focus area	What Margevue will watch
Collections recovery	Track each unpaid balance until paid, partially paid, or escalated to owner decision.
Job-cost completeness	Materials, labor, disposal, and other direct costs attached to jobs.
Lead-source margin	Compare referrals, Google, Facebook, property managers, repeat, and unknown.
Small-job economics	Watch emergency, diagnostic, tarp, and tiny repair margins.
Fuel and routing	Track fuel per completed job and supply-run behavior.
Action-plan progress	Measure whether the owner completed each 30-day action item.

Methodology

Area	Method
Data used	Fictional dashboard entries, job records, invoices, labor/helper pay, suppliers, expenses, owner notes, and example operating activity.
Calculation method	Gross profit = collected revenue minus direct job costs. Estimated operating profit = gross profit minus operating expenses.
Confidence method	High confidence where numbers are directly submitted; medium where assignment or supporting context is partial.
What Margevue did not verify	Margevue did not independently verify bank deposits, tax treatment, legal compliance, payroll classification, or accounting records.
Professional review	Tax, legal, payroll, accounting, bookkeeping, and financial decisions should be reviewed with the appropriate licensed professional.

WHY NEXT MONTH MATTERS

Next month’s report should show whether the owner collected overdue balances, improved small-job pricing, reduced weak lead sources, and cleaned up job-level material assignment. Margevue becomes more valuable as the dashboard gets cleaner each month.

REPORT METHODOLOGY

This report was prepared from submitted dashboard entries, uploads, receipts, invoices, owner notes, and available business records. Margevue does not independently verify every transaction unless specifically stated. Estimates depend on the quality and completeness of submitted information.
