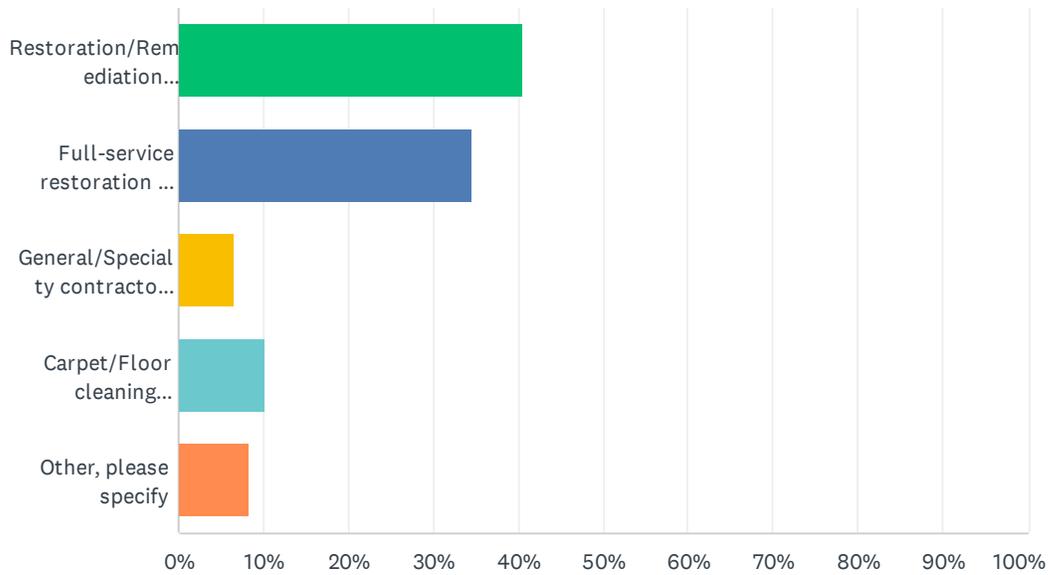


Q1 Which of the following best describes your PRIMARY business?

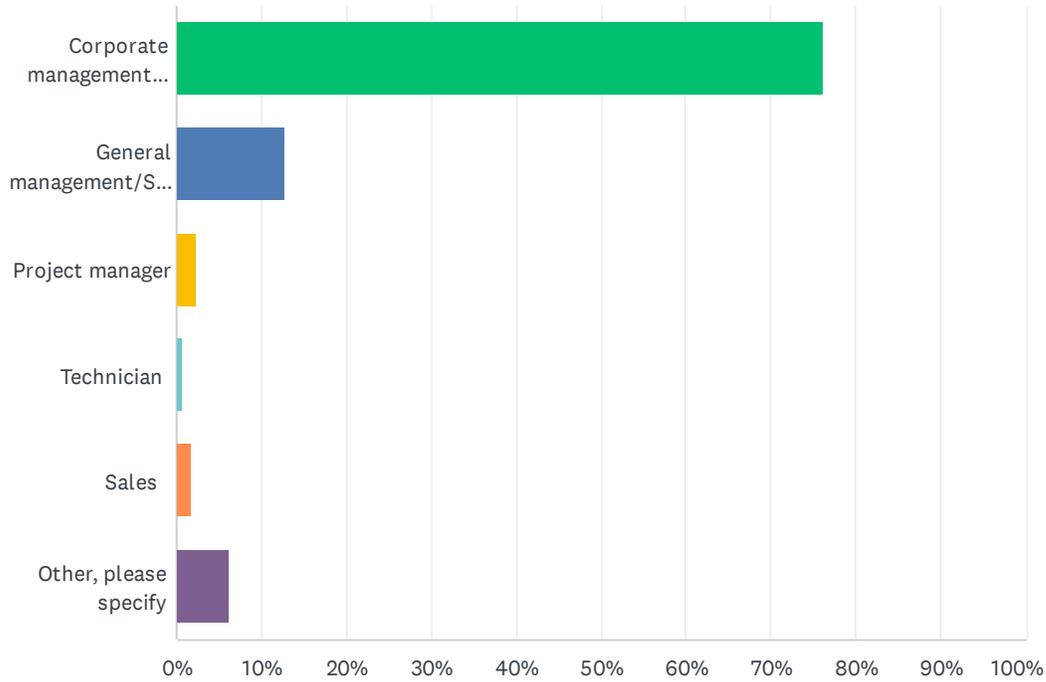
Answered: 414 Skipped: 0



ANSWER CHOICES	RESPONSES	
Restoration/Remediation contractor	40.58%	168
Full-service restoration and cleaning contractor	34.54%	143
General/Specialty contractor (builder, remodeler, etc.)	6.52%	27
Carpet/Floor cleaning contractor	10.14%	42
Other, please specify	8.21%	34
TOTAL		414

Q2 What is your role in the business?

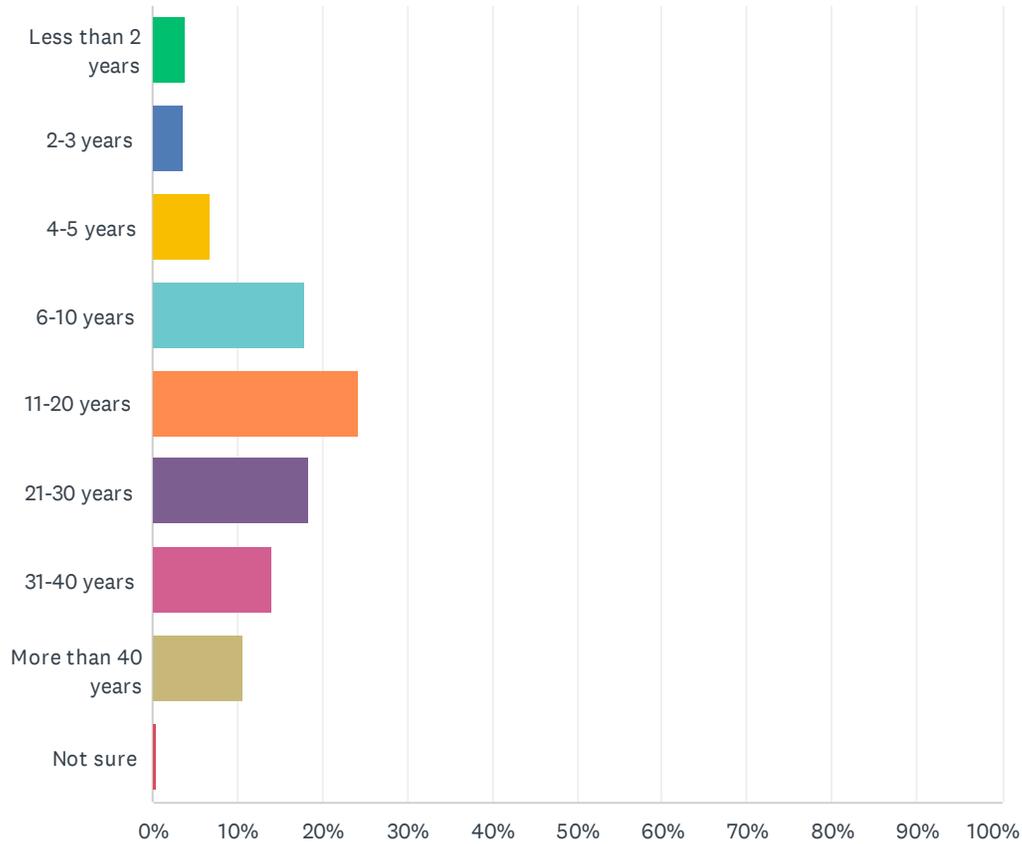
Answered: 414 Skipped: 0



ANSWER CHOICES	RESPONSES	
Corporate management (includes owner)	76.09%	315
General management/Supervisor	12.80%	53
Project manager	2.42%	10
Technician	0.72%	3
Sales	1.69%	7
Other, please specify	6.28%	26
TOTAL		414

Q3 How many years has the business been under current ownership?

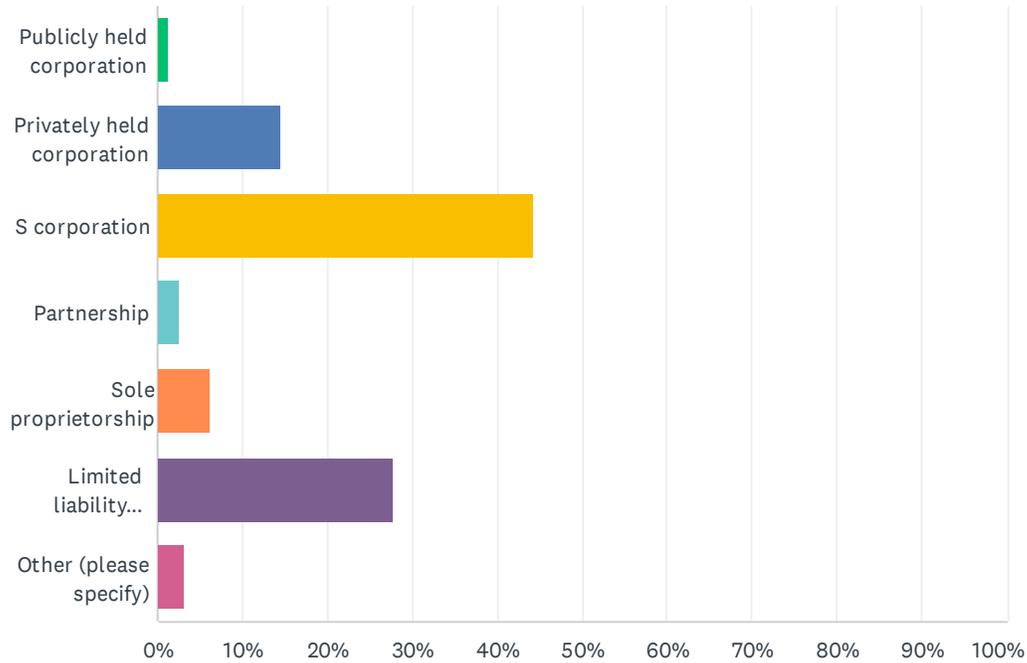
Answered: 414 Skipped: 0



ANSWER CHOICES	RESPONSES	
Less than 2 years	3.86%	16
2-3 years	3.62%	15
4-5 years	6.76%	28
6-10 years	17.87%	74
11-20 years	24.40%	101
21-30 years	18.36%	76
31-40 years	14.01%	58
More than 40 years	10.63%	44
Not sure	0.48%	2
TOTAL		414

Q4 What type of organization is the business?

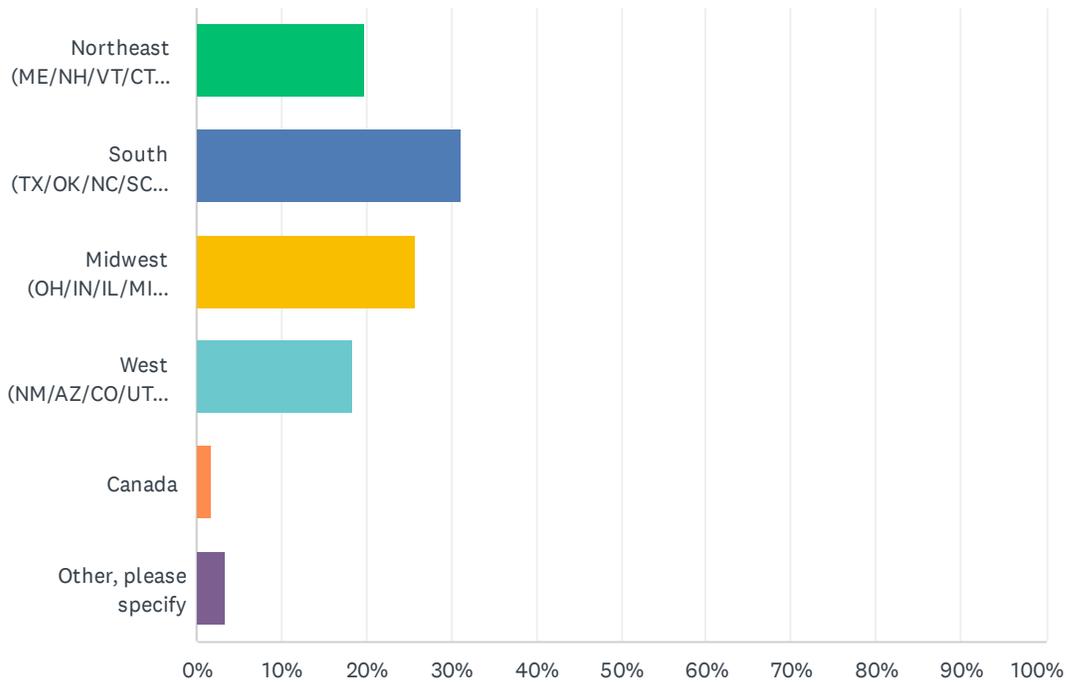
Answered: 414 Skipped: 0



ANSWER CHOICES	RESPONSES	
Publicly held corporation	1.21%	5
Privately held corporation	14.49%	60
S corporation	44.44%	184
Partnership	2.66%	11
Sole proprietorship	6.28%	26
Limited liability corporation (LLC)	27.78%	115
Other (please specify)	3.14%	13
TOTAL		414

Q5 In which geographical region is your business based?

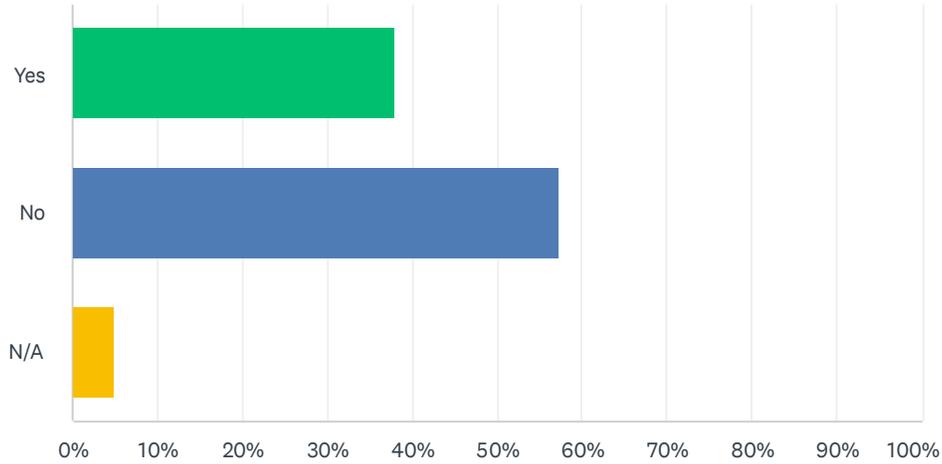
Answered: 393 Skipped: 21



ANSWER CHOICES	RESPONSES	
Northeast (ME/NH/VT/CT/MA/RI/NY/PA/NJ/DE/MD)	19.85%	78
South (TX/OK/NC/SC/GA/FL/TN/AL/MS/AR/LA/KY/WV/VA/DC)	31.04%	122
Midwest (OH/IN/IL/MI/WI/MN/ND/SD/IA/NE/KS/MO)	25.70%	101
West (NM/AZ/CO/UT/WY/MT/ID/WA/OR/NV/CA/AK/HI)	18.32%	72
Canada	1.78%	7
Other, please specify	3.31%	13
TOTAL		393

Q6 Do you travel outside your local service area to perform large-scale disaster restoration?

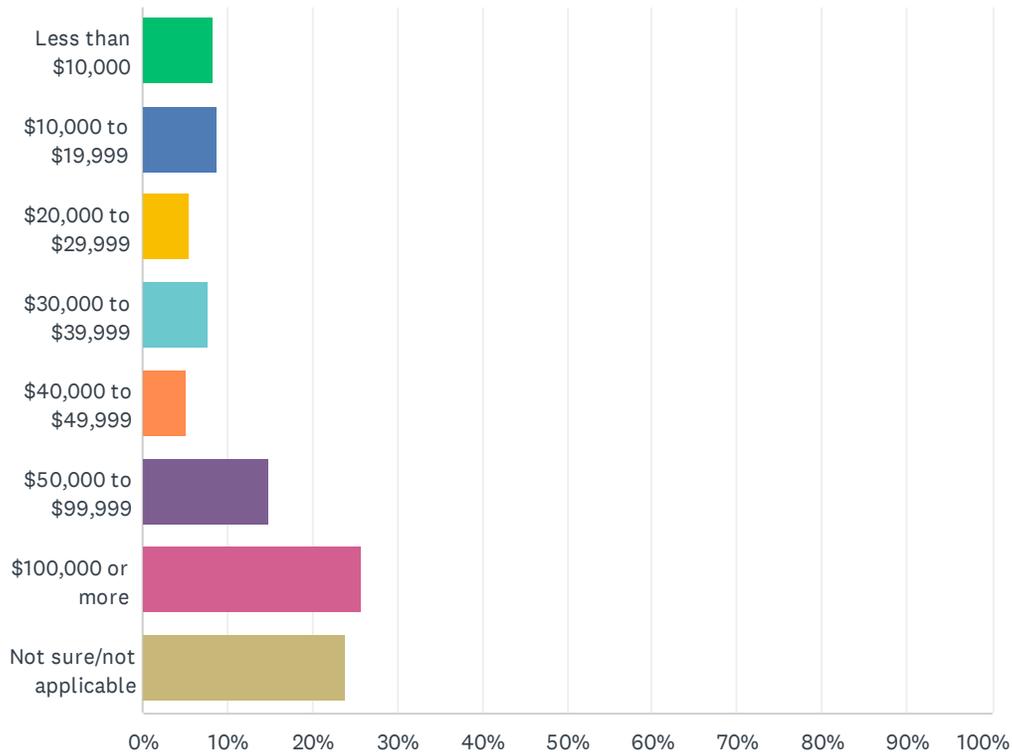
Answered: 393 Skipped: 21



ANSWER CHOICES	RESPONSES	
Yes	37.91%	149
No	57.25%	225
N/A	4.83%	19
TOTAL		393

Q7 What were the approximate start-up costs for your restoration/remediation business (or for this portion of your broader business)?

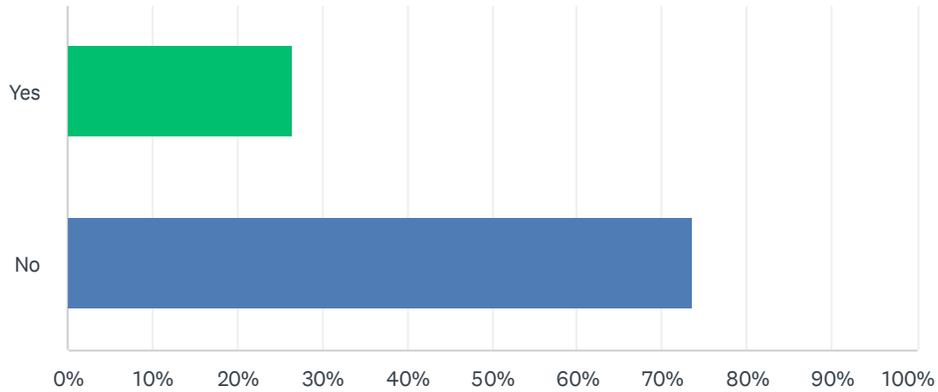
Answered: 393 Skipped: 21



ANSWER CHOICES	RESPONSES	
Less than \$10,000	8.40%	33
\$10,000 to \$19,999	8.65%	34
\$20,000 to \$29,999	5.60%	22
\$30,000 to \$39,999	7.63%	30
\$40,000 to \$49,999	5.09%	20
\$50,000 to \$99,999	15.01%	59
\$100,000 or more	25.70%	101
Not sure/not applicable	23.92%	94
TOTAL		393

Q8 Is your restoration company part of a franchise system?

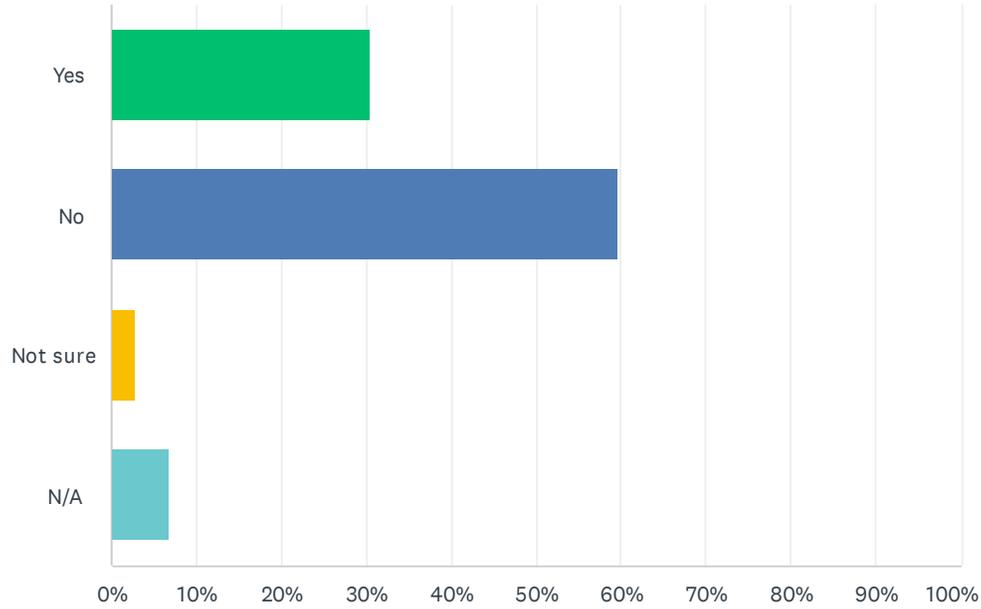
Answered: 393 Skipped: 21



ANSWER CHOICES	RESPONSES	
Yes	26.46%	104
No	73.54%	289
TOTAL		393

Q9 Does your restoration company participate in a third-party administration (TPA) program?

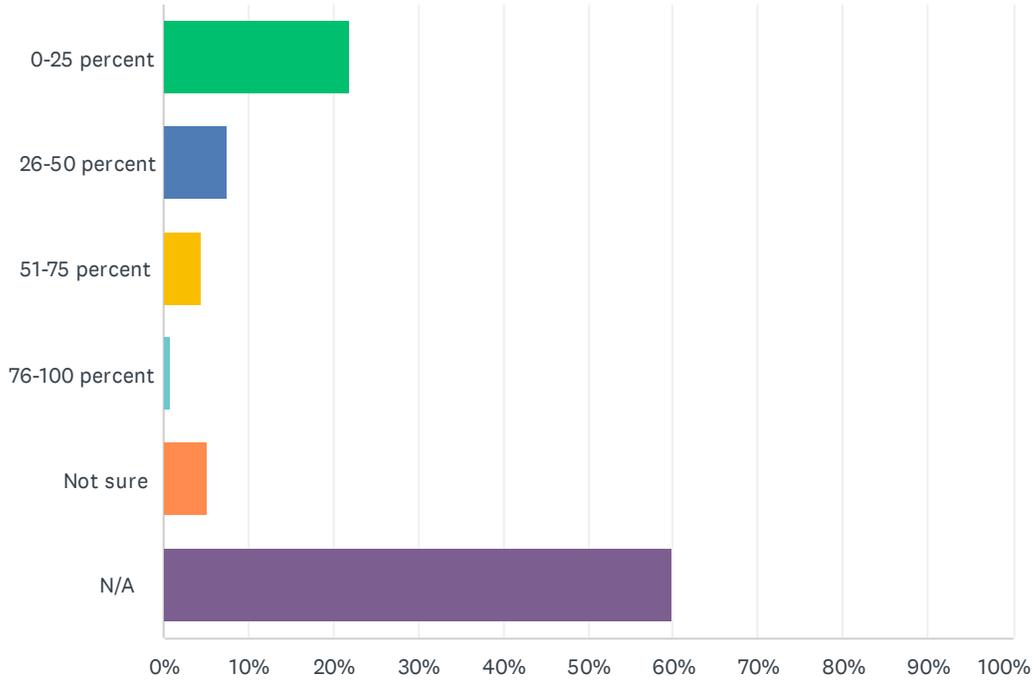
Answered: 393 Skipped: 21



ANSWER CHOICES	RESPONSES	
Yes	30.53%	120
No	59.80%	235
Not sure	2.80%	11
N/A	6.87%	27
TOTAL		393

Q10 If part of a TPA program, how much of your business is involved with TPA work?

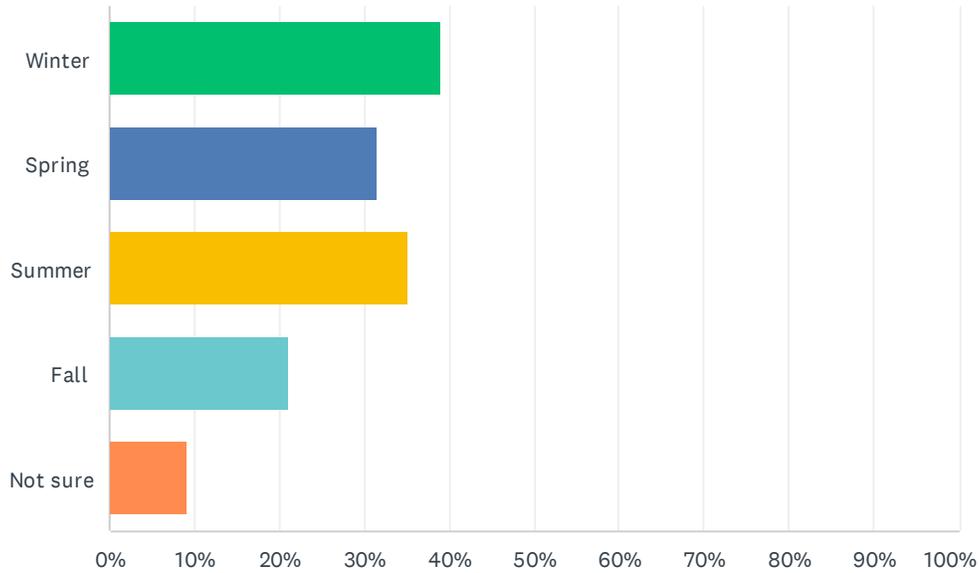
Answered: 372 Skipped: 42



ANSWER CHOICES	RESPONSES	
0-25 percent	22.04%	82
26-50 percent	7.53%	28
51-75 percent	4.57%	17
76-100 percent	0.81%	3
Not sure	5.11%	19
N/A	59.95%	223
TOTAL		372

Q11 Which season is typically your busiest?

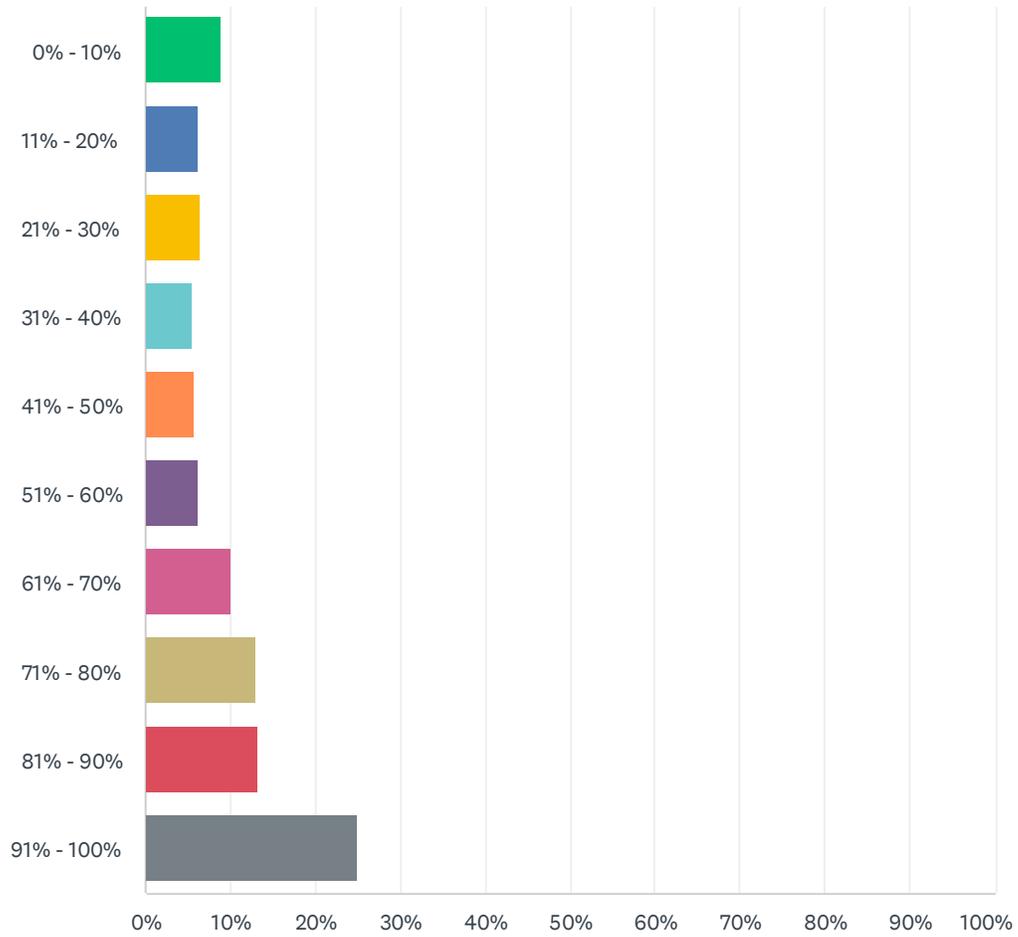
Answered: 361 Skipped: 53



ANSWER CHOICES	RESPONSES	
Winter	39.06%	141
Spring	31.58%	114
Summer	35.18%	127
Fall	21.05%	76
Not sure	9.14%	33
Total Respondents: 361		

Q12 What percentage of your total revenue is associated with restoration/remediation services?

Answered: 361 Skipped: 53

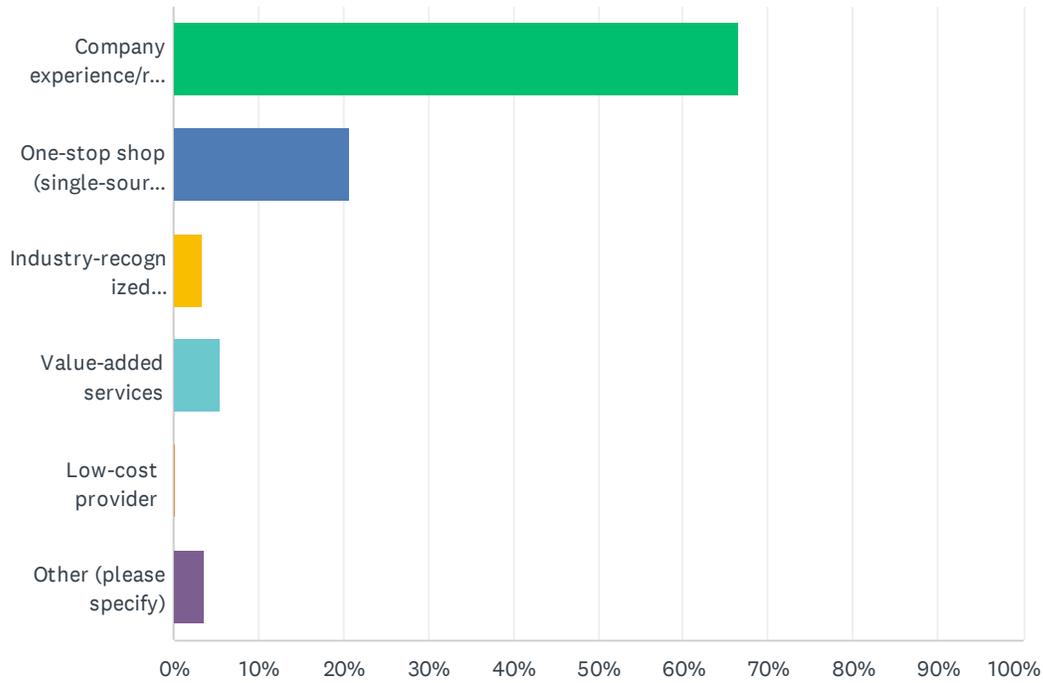


2023 Cleanfax Restoration Benchmarking Survey

ANSWER CHOICES	RESPONSES	
0% - 10%	8.86%	32
11% - 20%	6.09%	22
21% - 30%	6.37%	23
31% - 40%	5.54%	20
41% - 50%	5.82%	21
51% - 60%	6.09%	22
61% - 70%	9.97%	36
71% - 80%	13.02%	47
81% - 90%	13.30%	48
91% - 100%	24.93%	90
TOTAL		361

Q13 What is the primary way you differentiate your company and services to win business/contracts?

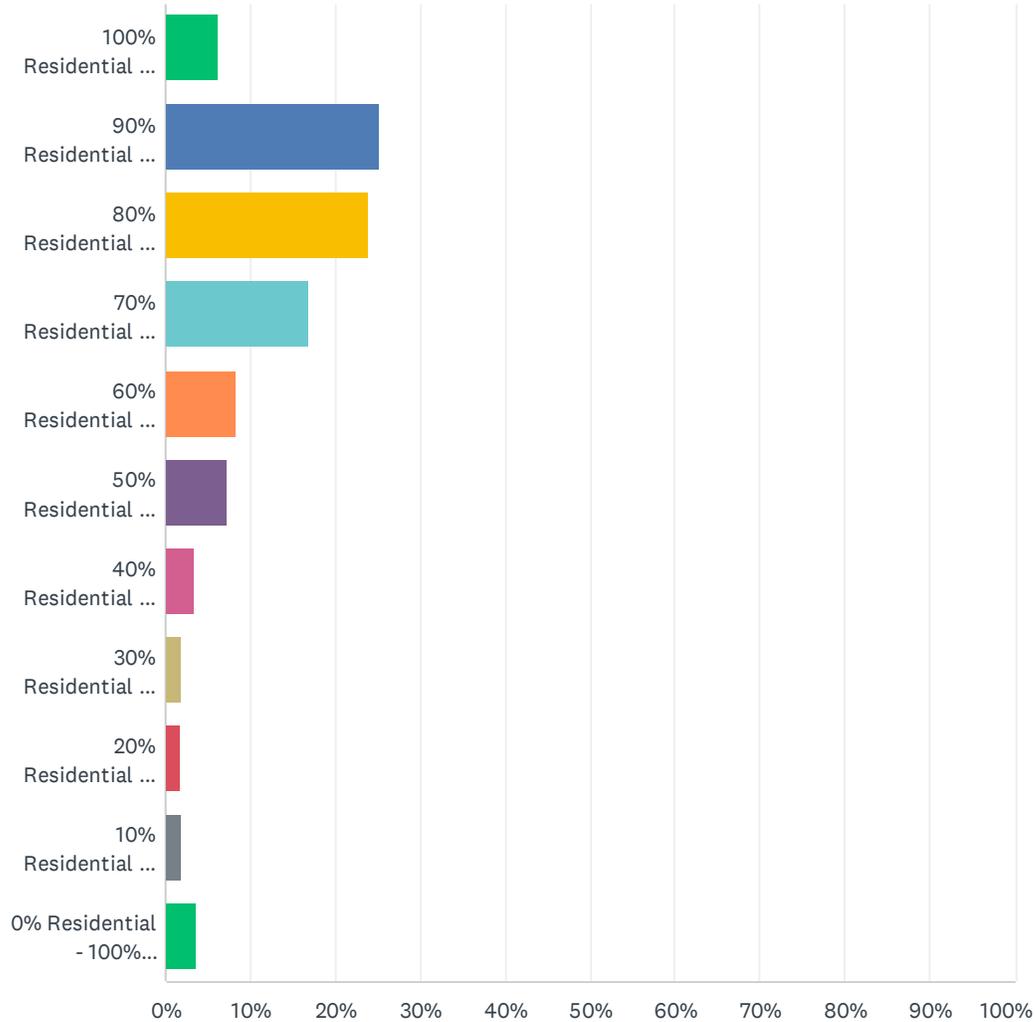
Answered: 361 Skipped: 53



ANSWER CHOICES	RESPONSES	
Company experience/reputation	66.48%	240
One-stop shop (single-source service provider)	20.78%	75
Industry-recognized certifications	3.32%	12
Value-added services	5.54%	20
Low-cost provider	0.28%	1
Other (please specify)	3.60%	13
TOTAL		361

Q14 What percentage of your restoration/remediation business is RESIDENTIAL vs. COMMERCIAL? Select the option that best represents your business.

Answered: 361 Skipped: 53

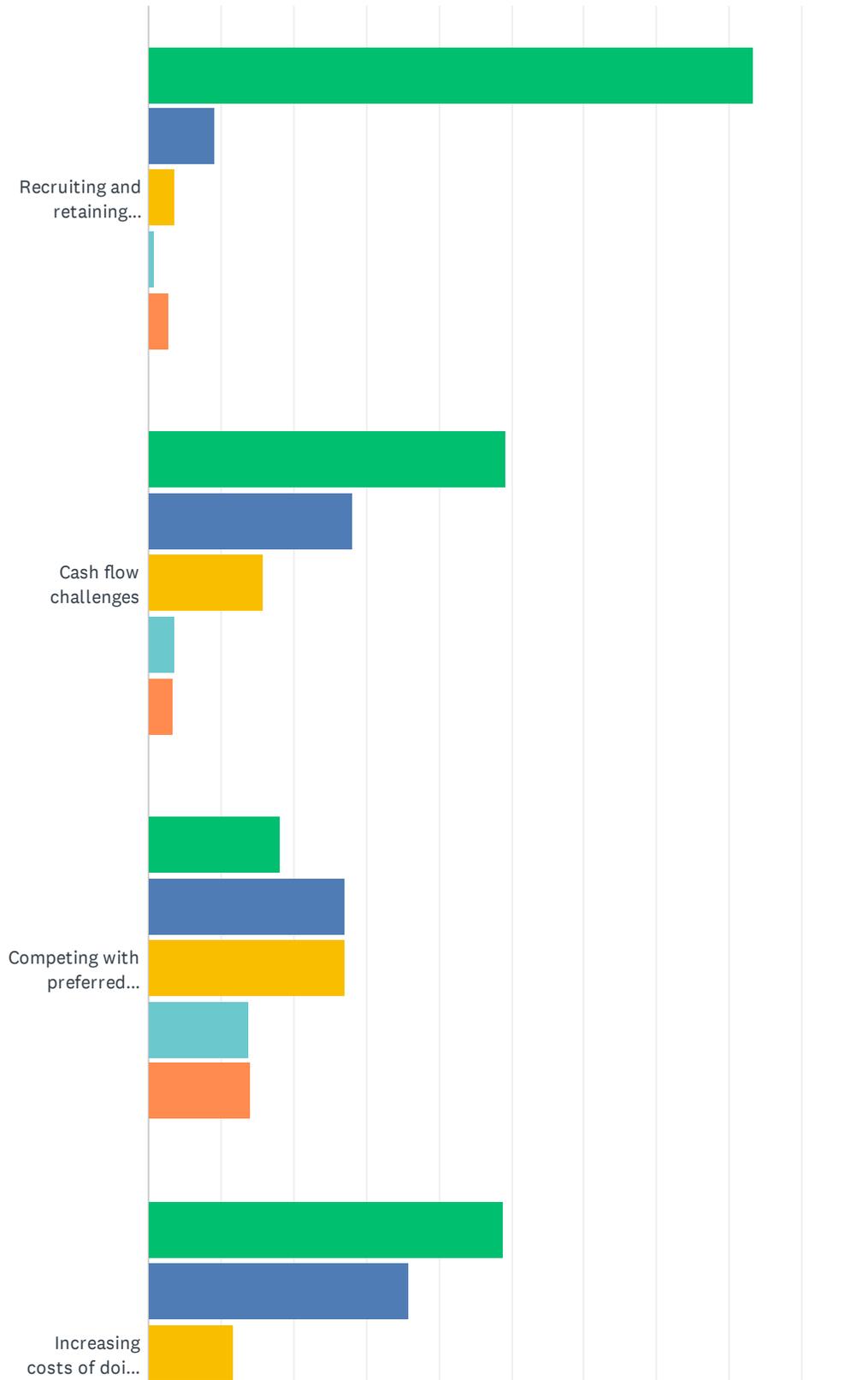


2023 Cleanfax Restoration Benchmarking Survey

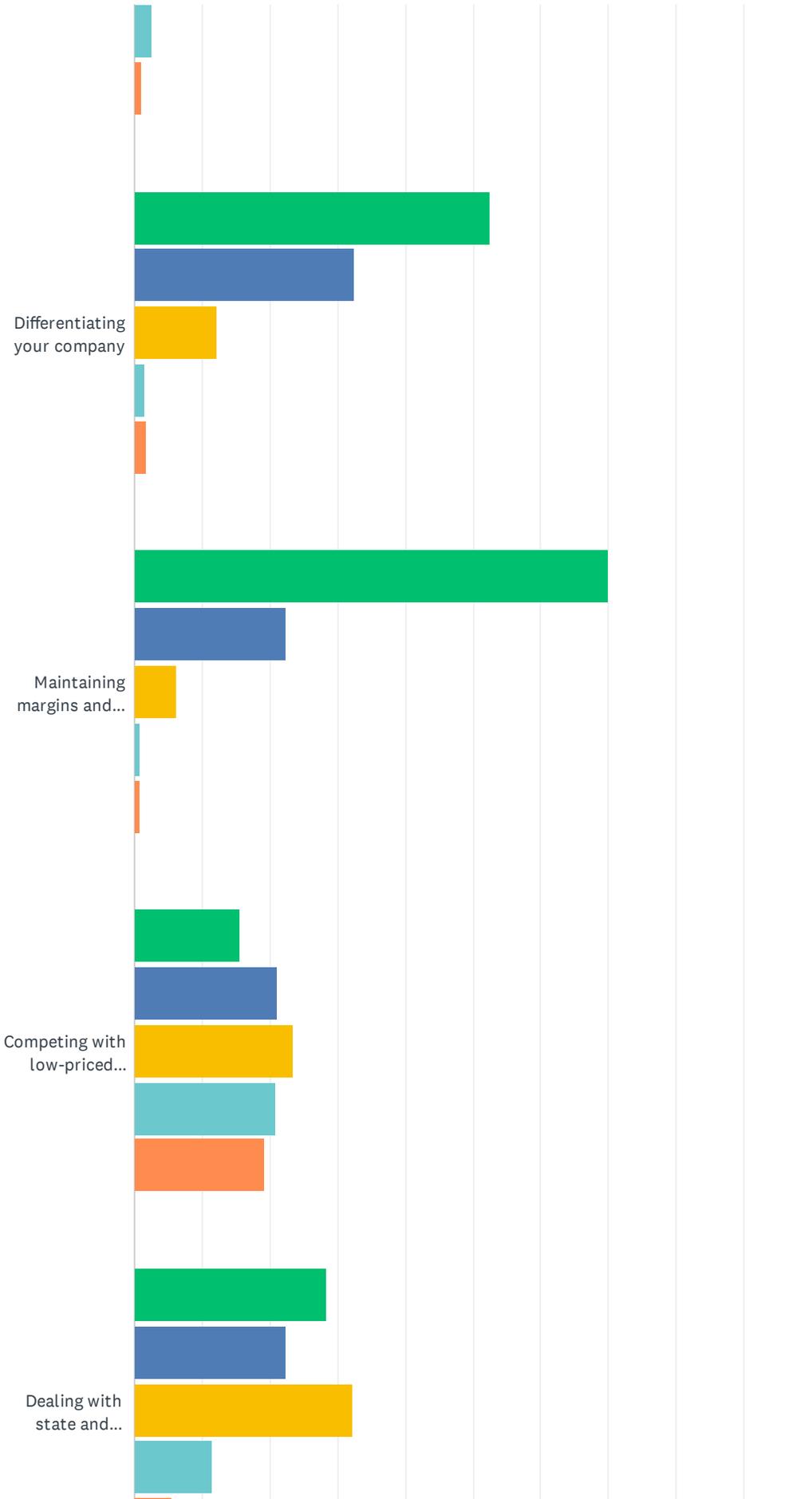
ANSWER CHOICES	RESPONSES	
100% Residential - 0% Commercial	6.09%	22
90% Residential - 10% Commercial	25.21%	91
80% Residential - 20% Commercial	23.82%	86
70% Residential - 30% Commercial	16.90%	61
60% Residential - 40% Commercial	8.31%	30
50% Residential - 50% Commercial	7.20%	26
40% Residential - 60% Commercial	3.32%	12
30% Residential - 70% Commercial	1.94%	7
20% Residential - 80% Commercial	1.66%	6
10% Residential - 90% Commercial	1.94%	7
0% Residential - 100% Commercial	3.60%	13
TOTAL		361

Q15 Rate the importance of the following issues as they pertain to your business. Please answer each option.

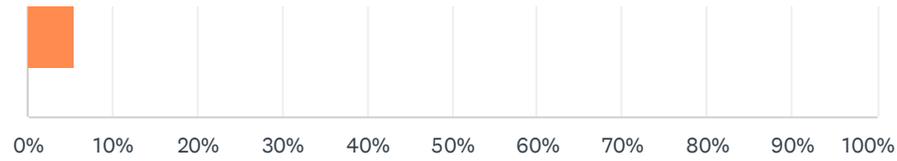
Answered: 358 Skipped: 56



2023 Cleanfax Restoration Benchmarking Survey



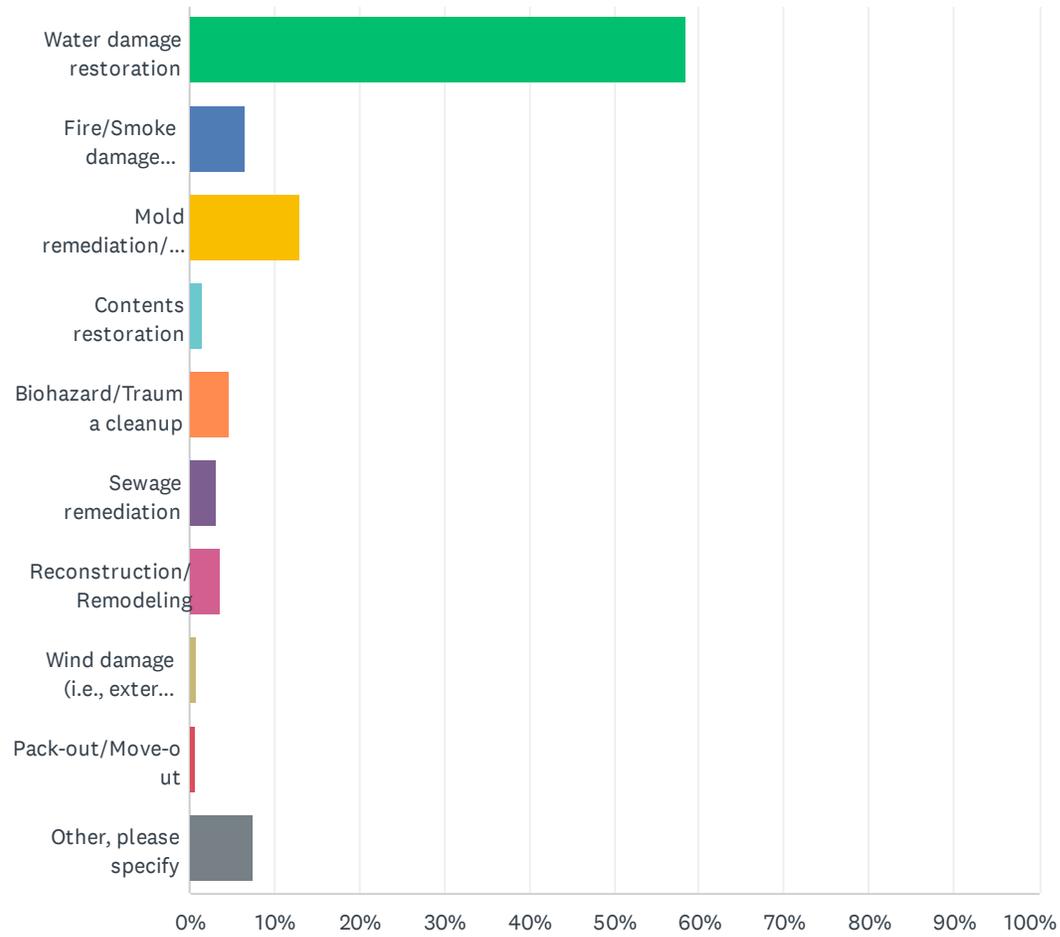
2023 Cleanfax Restoration Benchmarking Survey



	VERY IMPORTANT	SOMEWHAT IMPORTANT	NEUTRAL	NOT VERY IMPORTANT	NOT IMPORTANT	TOTAL	WEIGHTED AVERAGE
Recruiting and retaining quality staff	83.47% 298	9.24% 33	3.64% 13	0.84% 3	2.80% 10	357	4.70
Cash flow challenges	49.16% 175	28.09% 100	15.73% 56	3.65% 13	3.37% 12	356	4.16
Competing with preferred vendor programs	18.03% 64	27.04% 96	27.04% 96	13.80% 49	14.08% 50	355	3.21
Increasing costs of doing business	48.73% 173	35.77% 127	11.83% 42	2.54% 9	1.13% 4	355	4.28
Differentiating your company	52.53% 187	32.30% 115	12.08% 43	1.40% 5	1.69% 6	356	4.33
Maintaining margins and profitability	69.83% 250	22.35% 80	6.15% 22	0.84% 3	0.84% 3	358	4.59
Competing with low-priced companies	15.49% 55	21.13% 75	23.38% 83	20.85% 74	19.15% 68	355	2.93
Dealing with state and federal regulations	28.29% 101	22.41% 80	32.21% 115	11.48% 41	5.60% 20	357	3.56

Q16 Which service is the most profitable for your company? (Choose only one)

Answered: 336 Skipped: 78

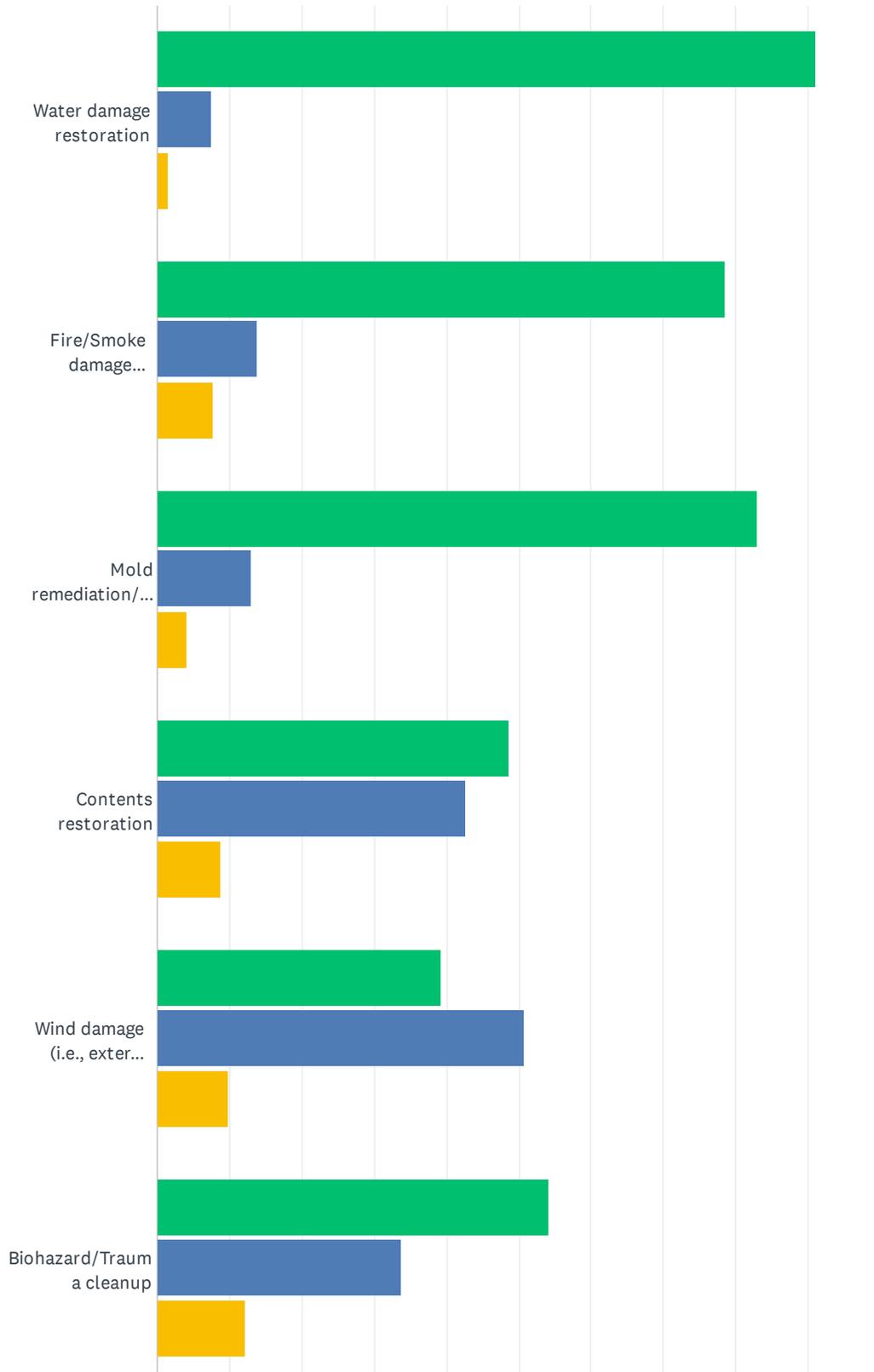


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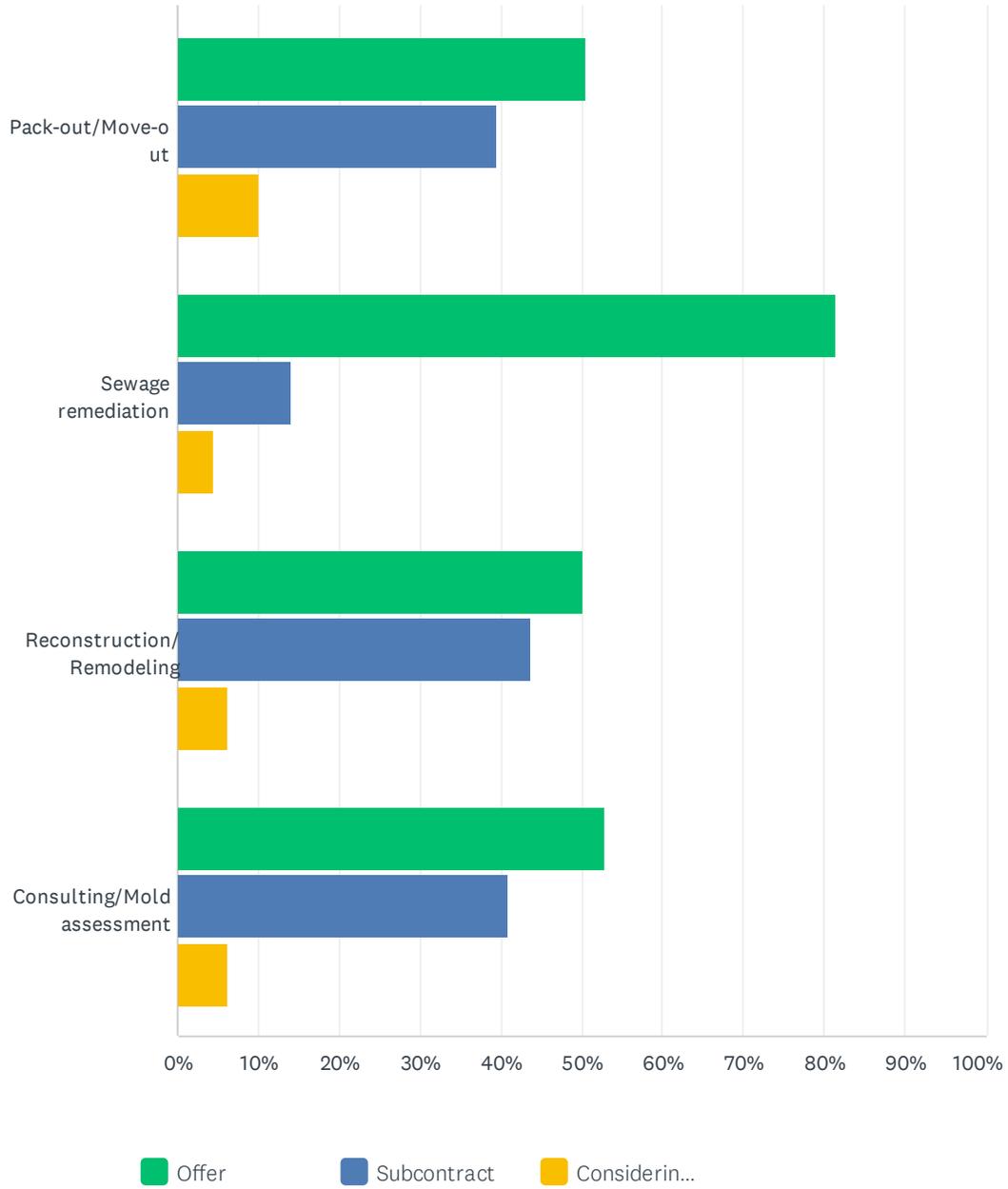
ANSWER CHOICES	RESPONSES	
Water damage restoration	58.33%	196
Fire/Smoke damage restoration	6.55%	22
Mold remediation/abatement	13.10%	44
Contents restoration	1.49%	5
Biohazard/Trauma cleanup	4.76%	16
Sewage remediation	3.27%	11
Reconstruction/Remodeling	3.57%	12
Wind damage (i.e., exterior repairs)	0.89%	3
Pack-out/Move-out	0.60%	2
Other, please specify	7.44%	25
TOTAL		336

Q17 Which of the following restoration/remediation services do you provide and which do you subcontract out? Please answer each option.

Answered: 330 Skipped: 84



2023 Cleanfax Restoration Benchmarking Survey

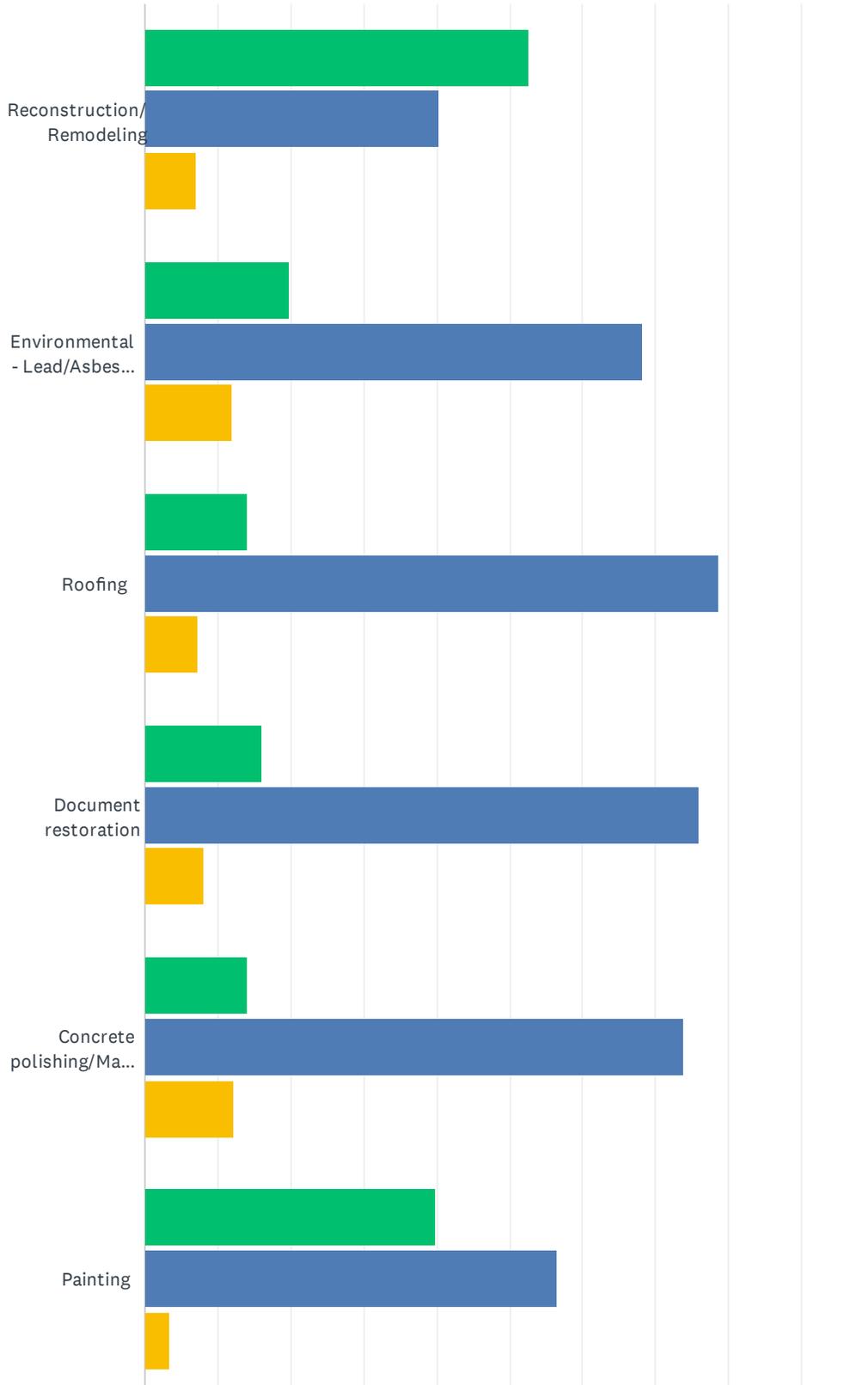


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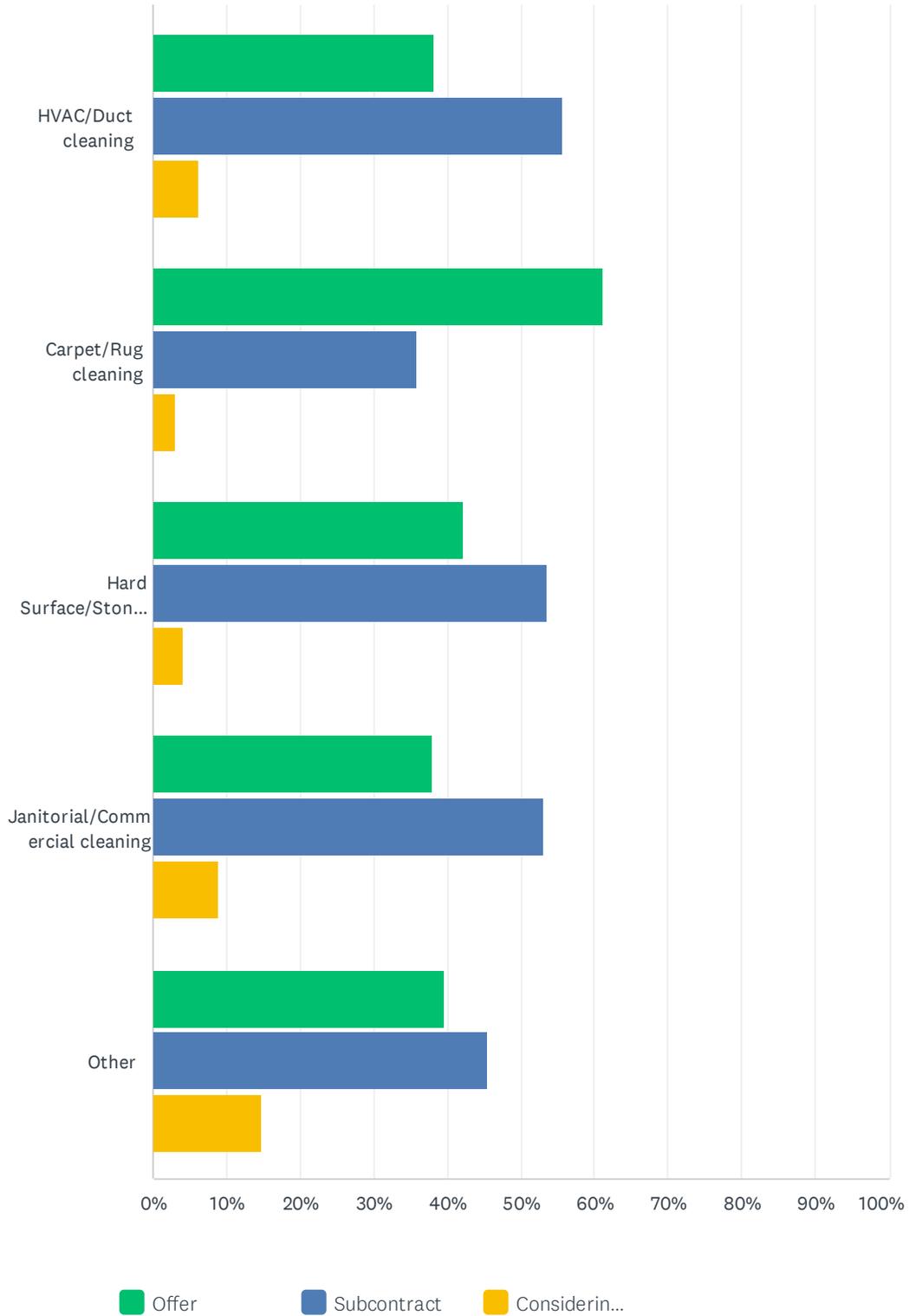
	OFFER	SUBCONTRACT	CONSIDERING ADDING	TOTAL	WEIGHTED AVERAGE
Water damage restoration	90.97% 292	7.48% 24	1.56% 5	321	2.89
Fire/Smoke damage restoration	78.48% 248	13.92% 44	7.59% 24	316	2.71
Mold remediation/abatement	82.86% 261	13.02% 41	4.13% 13	315	2.79
Contents restoration	48.71% 151	42.58% 132	8.71% 27	310	2.40
Wind damage (i.e., exterior repairs)	39.32% 116	50.85% 150	9.83% 29	295	2.29
Biohazard/Trauma cleanup	54.13% 164	33.66% 102	12.21% 37	303	2.42
Pack-out/Move-out	50.49% 156	39.48% 122	10.03% 31	309	2.40
Sewage remediation	81.35% 253	14.15% 44	4.50% 14	311	2.77
Reconstruction/Remodeling	50.16% 154	43.65% 134	6.19% 19	307	2.44
Consulting/Mold assessment	52.94% 162	40.85% 125	6.21% 19	306	2.47

Q18 Which of the following related services do you provide in addition to your restoration/ remediation services? Please answer each option.

Answered: 329 Skipped: 85



2023 Cleanfax Restoration Benchmarking Survey

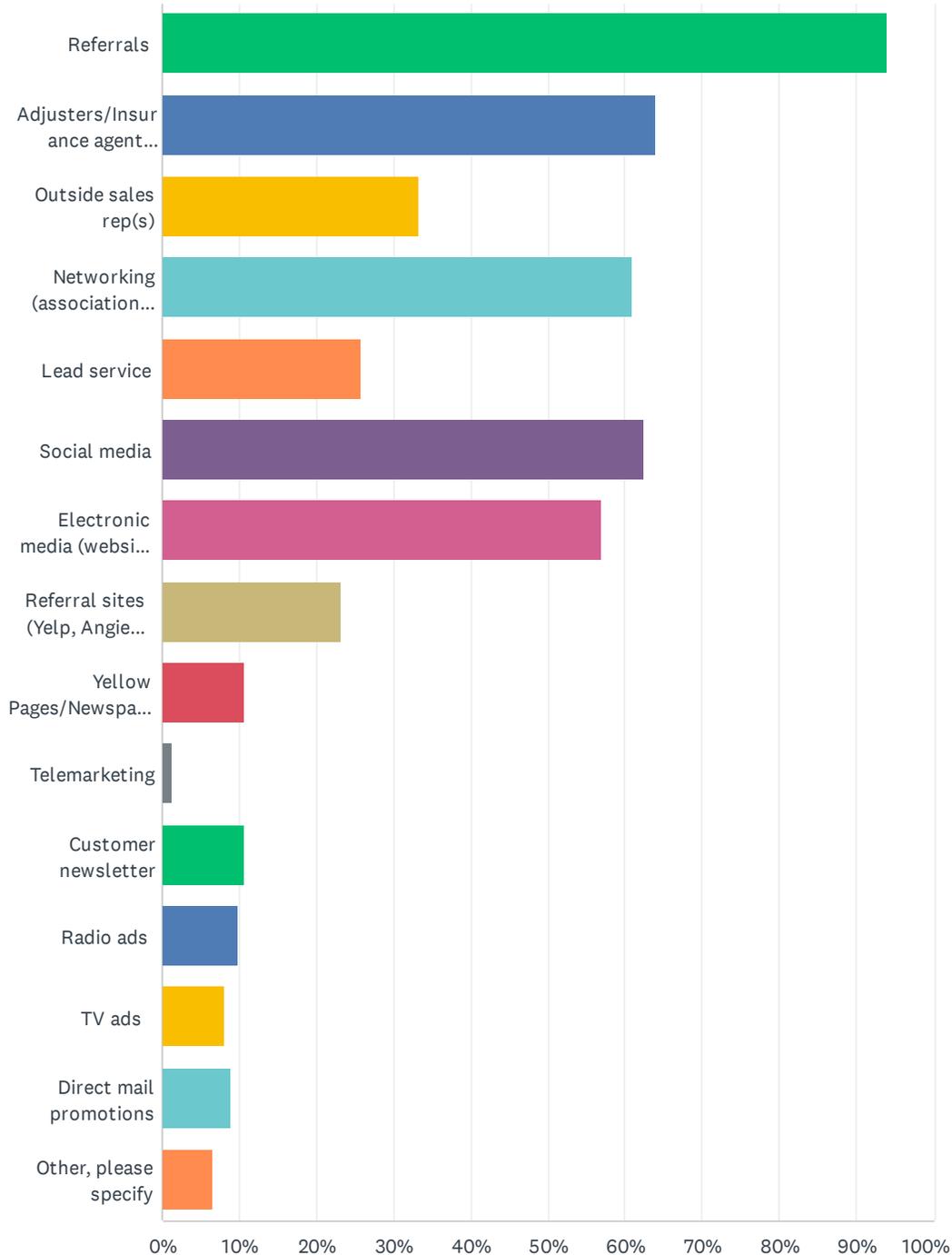


2023 Cleanfax Restoration Benchmarking Survey

	OFFER	SUBCONTRACT	CONSIDERING ADDING	TOTAL	WEIGHTED AVERAGE
Reconstruction/Remodeling	52.65% 159	40.40% 122	6.95% 21	302	2.46
Environmental - Lead/Asbestos abatement	19.73% 59	68.23% 204	12.04% 36	299	2.08
Roofing	13.99% 40	78.67% 225	7.34% 21	286	2.07
Document restoration	15.96% 45	75.89% 214	8.16% 23	282	2.08
Concrete polishing/Maintenance	14.02% 38	73.80% 200	12.18% 33	271	2.02
Painting	39.93% 115	56.60% 163	3.47% 10	288	2.36
HVAC/Duct cleaning	38.16% 116	55.59% 169	6.25% 19	304	2.32
Carpet/Rug cleaning	61.24% 188	35.83% 110	2.93% 9	307	2.58
Hard Surface/Stone care/maintenance	42.27% 123	53.61% 156	4.12% 12	291	2.38
Janitorial/Commercial cleaning	37.99% 106	53.05% 148	8.96% 25	279	2.29
Other	39.74% 62	45.51% 71	14.74% 23	156	2.25

Q19 Which of the following marketing/ sales methods are used to generate and retain customer leads for your restoration/ remediation business? (Choose all that apply)

Answered: 336 Skipped: 78

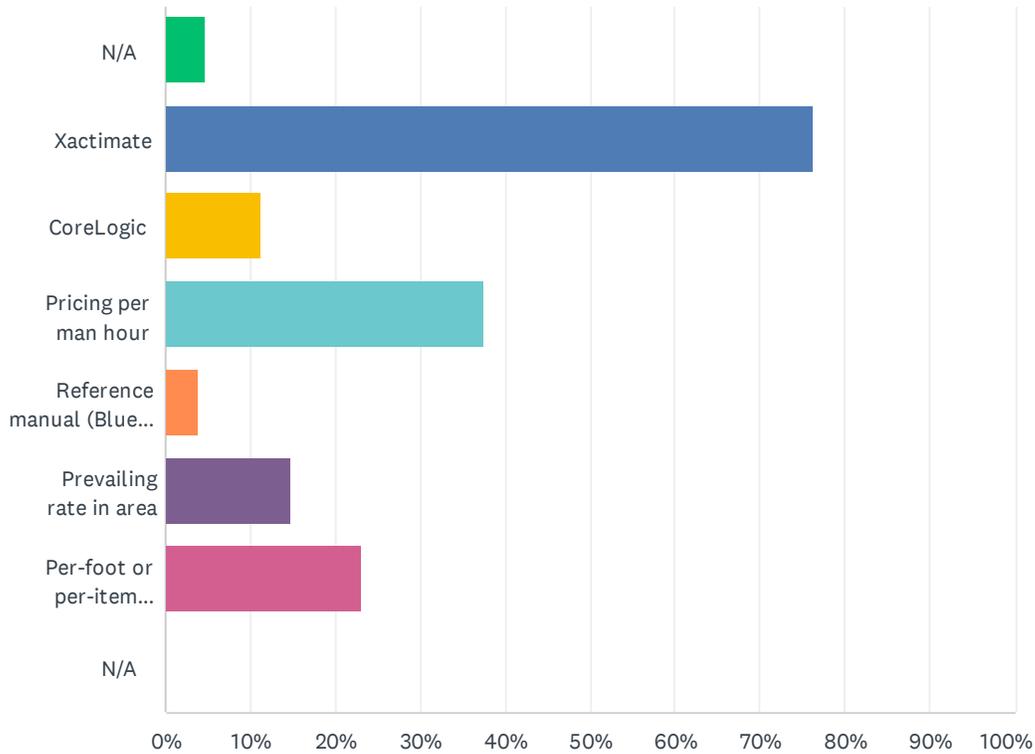


2023 Cleanfax Restoration Benchmarking Survey

ANSWER CHOICES	RESPONSES	
Referrals	94.05%	316
Adjusters/Insurance agent relations	63.99%	215
Outside sales rep(s)	33.33%	112
Networking (associations, chambers, etc.)	61.01%	205
Lead service	25.89%	87
Social media	62.50%	210
Electronic media (website, email, Google Ads)	56.85%	191
Referral sites (Yelp, Angie's List)	23.21%	78
Yellow Pages/Newspaper ads	10.71%	36
Telemarketing	1.19%	4
Customer newsletter	10.71%	36
Radio ads	9.82%	33
TV ads	8.04%	27
Direct mail promotions	8.93%	30
Other, please specify	6.55%	22
Total Respondents: 336		

Q20 What pricing method(s) do you use for restoration/remediation? (Choose all that apply)

Answered: 318 Skipped: 96



ANSWER CHOICES	RESPONSES	
N/A	4.72%	15
Xactimate	76.42%	243
CoreLogic	11.32%	36
Pricing per man hour	37.42%	119
Reference manual (Blue Book) pricing	3.77%	12
Prevailing rate in area	14.78%	47
Per-foot or per-item pricing	22.96%	73
N/A	0.00%	0
Total Respondents: 318		

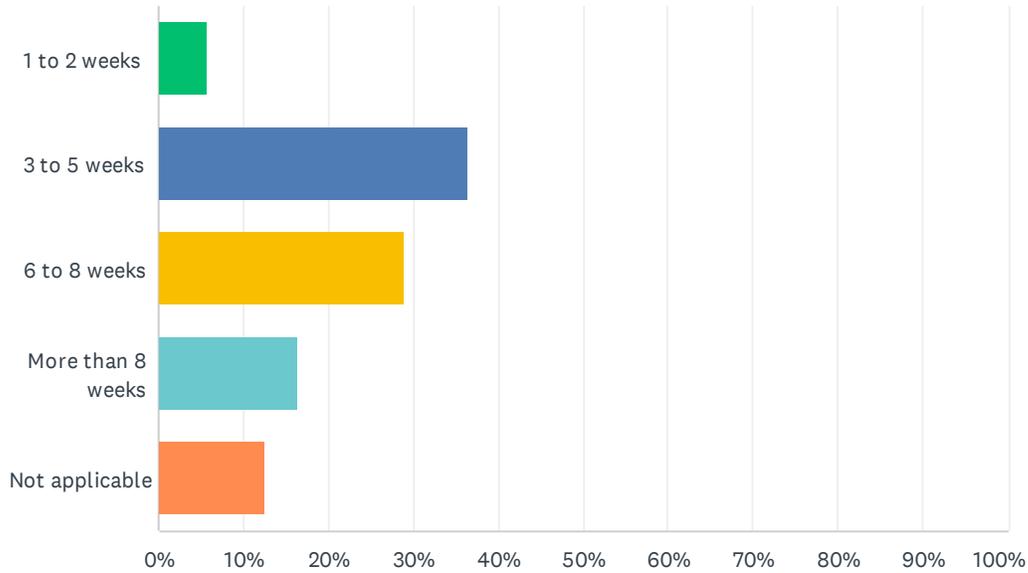
Q21 Tell us approximately what you charge, per hour, for handling the situations listed below. (Please round your answers to the nearest whole dollar amount, and leave boxes blank for services you subcontract or don't provide.)

Answered: 193 Skipped: 221

ANSWER CHOICES	RESPONSES	
Water damage restoration	94.82%	183
Fire/ smoke damage restoration	80.83%	156
Mold remediation/abatement services	87.05%	168
Contents restoration	64.25%	124
Biohazard/trauma cleanup	67.36%	130

Q22 What is your average wait time for payment on insurance work?

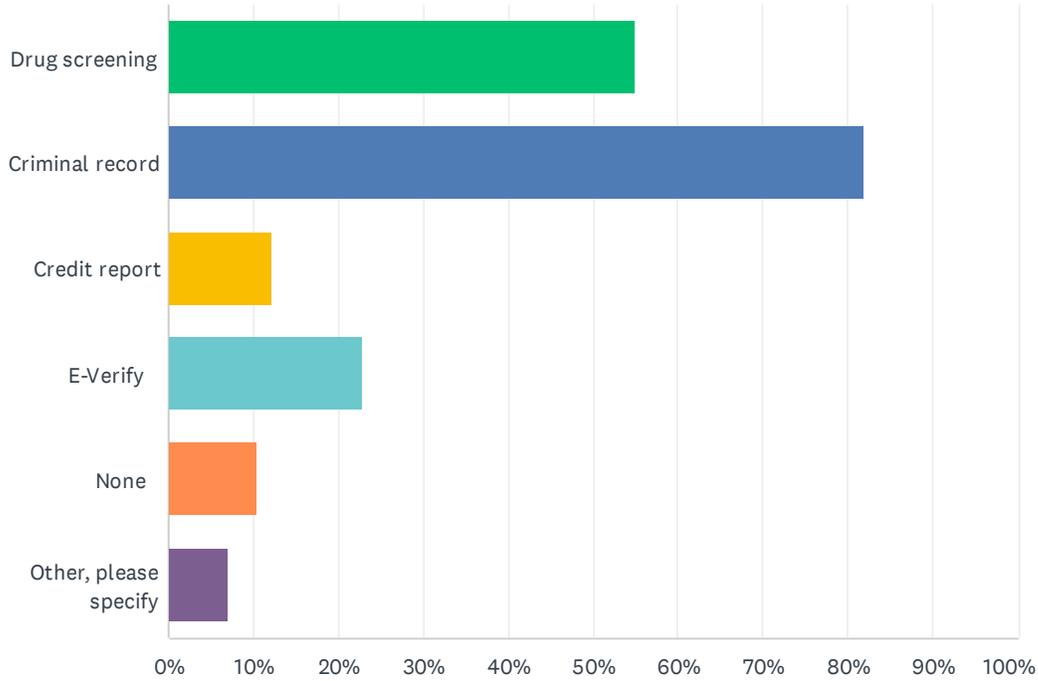
Answered: 318 Skipped: 96



ANSWER CHOICES	RESPONSES	
1 to 2 weeks	5.66%	18
3 to 5 weeks	36.48%	116
6 to 8 weeks	28.93%	92
More than 8 weeks	16.35%	52
Not applicable	12.58%	40
TOTAL		318

Q23 Which background checks do you use during the hiring process? (Choose all that apply)

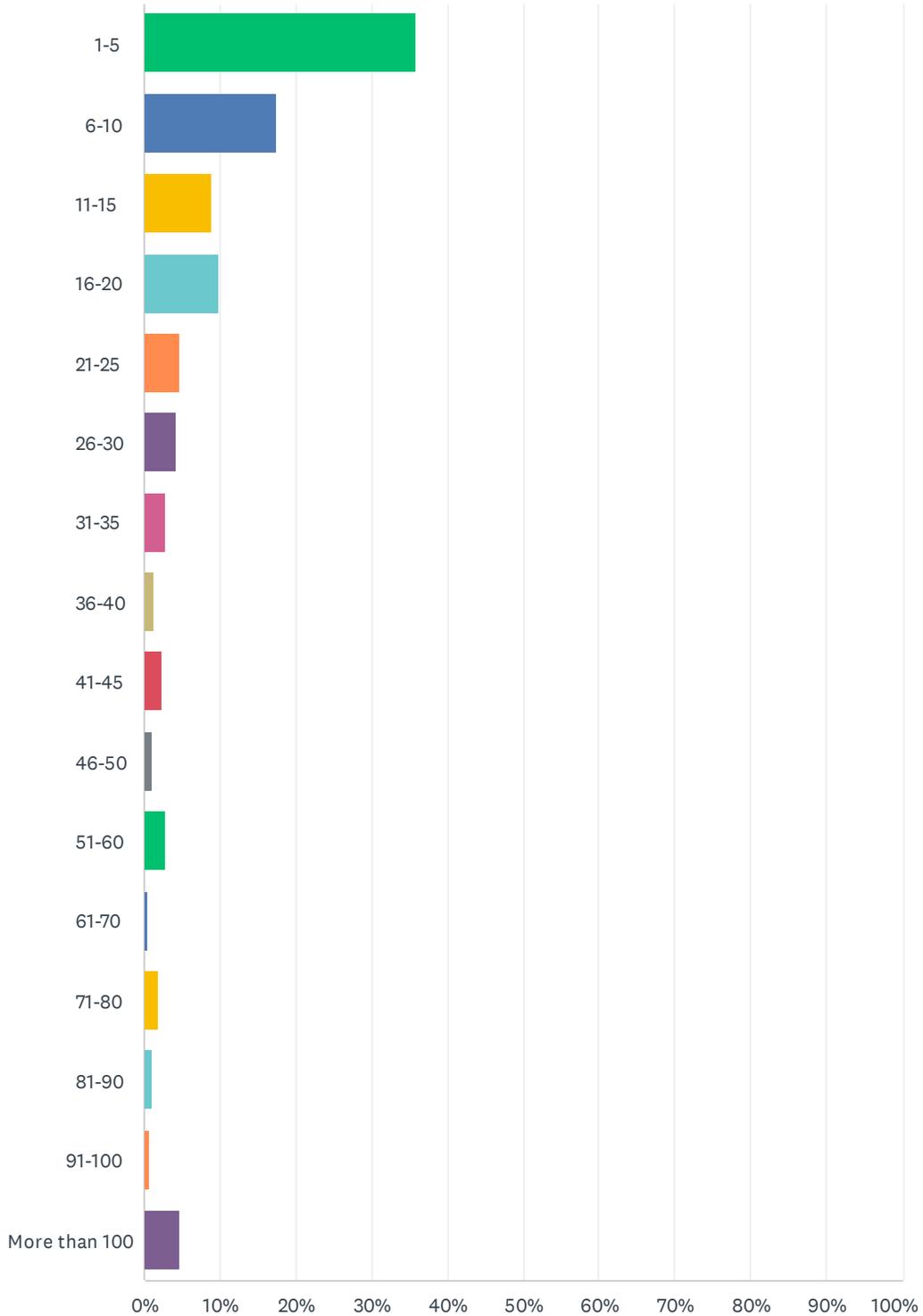
Answered: 298 Skipped: 116



ANSWER CHOICES	RESPONSES	
Drug screening	55.03%	164
Criminal record	81.88%	244
Credit report	12.08%	36
E-Verify	22.82%	68
None	10.40%	31
Other, please specify	7.05%	21
Total Respondents: 298		

Q24 How many full-time equivalent (FTE) employees does your company employ?

Answered: 298 Skipped: 116

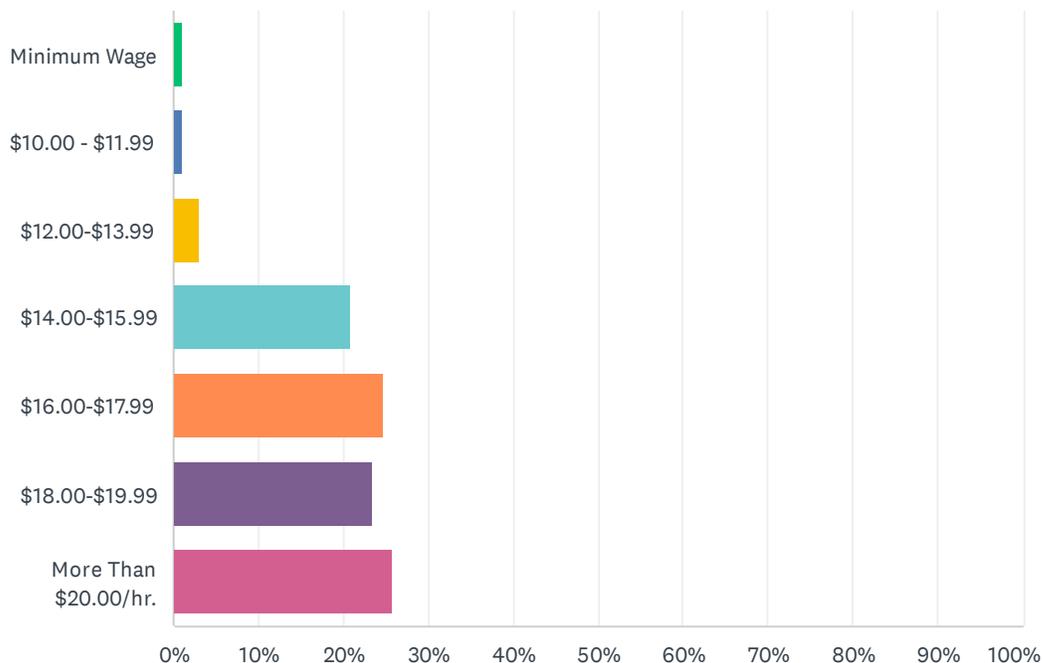


2023 Cleanfax Restoration Benchmarking Survey

ANSWER CHOICES	RESPONSES	
1-5	35.91%	107
6-10	17.45%	52
11-15	9.06%	27
16-20	9.73%	29
21-25	4.70%	14
26-30	4.36%	13
31-35	2.68%	8
36-40	1.34%	4
41-45	2.35%	7
46-50	1.01%	3
51-60	2.68%	8
61-70	0.34%	1
71-80	2.01%	6
81-90	1.01%	3
91-100	0.67%	2
More than 100	4.70%	14
TOTAL		298

Q25 What STARTING hourly wage do you pay a restoration/remediation technician (0-1 year of employment)?

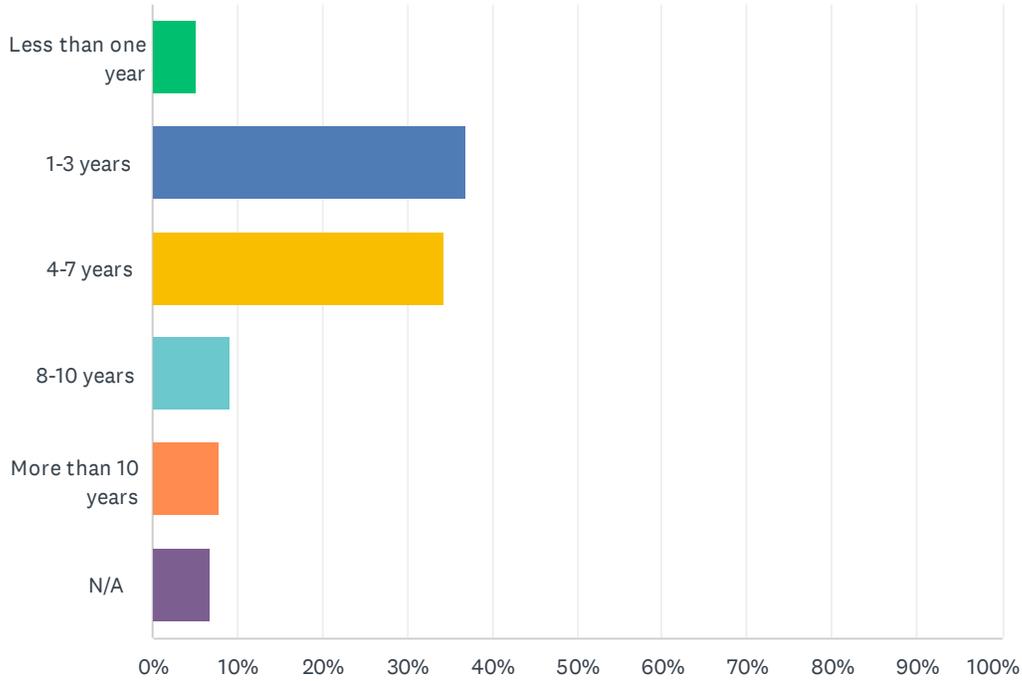
Answered: 298 Skipped: 116



ANSWER CHOICES	RESPONSES	
Minimum Wage	1.01%	3
\$10.00 - \$11.99	1.01%	3
\$12.00-\$13.99	3.02%	9
\$14.00-\$15.99	20.81%	62
\$16.00-\$17.99	24.83%	74
\$18.00-\$19.99	23.49%	70
More Than \$20.00/hr.	25.84%	77
TOTAL		298

Q26 What is the average tenure of your restoration/remediation technician?

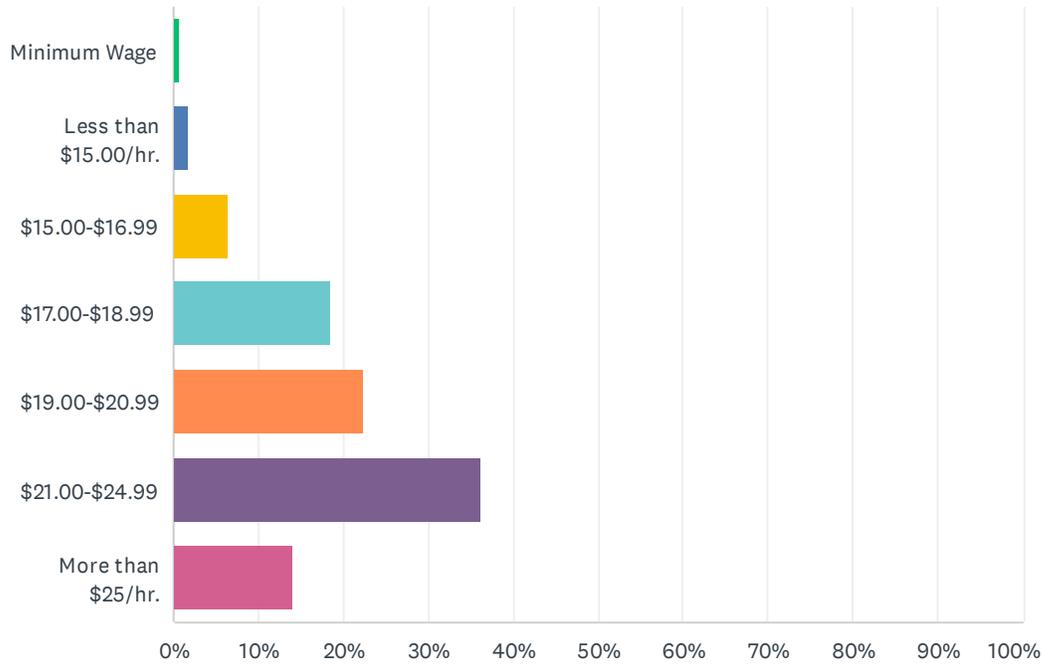
Answered: 295 Skipped: 119



ANSWER CHOICES	RESPONSES	
Less than one year	5.08%	15
1-3 years	36.95%	109
4-7 years	34.24%	101
8-10 years	9.15%	27
More than 10 years	7.80%	23
N/A	6.78%	20
TOTAL		295

Q27 What AVERAGE hourly wage do you pay a restoration/remediation technician (more than 1 year of employment)?

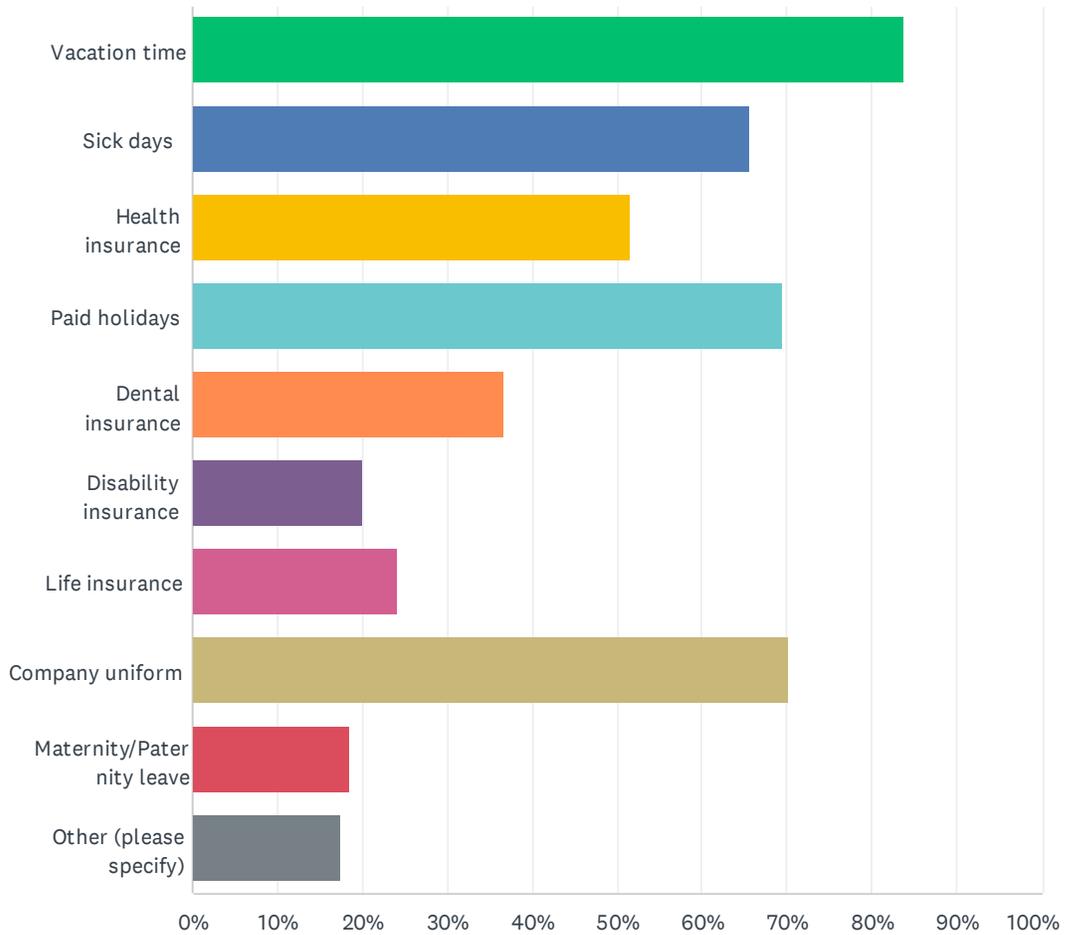
Answered: 298 Skipped: 116



ANSWER CHOICES	RESPONSES
Minimum Wage	0.67% 2
Less than \$15.00/hr.	1.68% 5
\$15.00-\$16.99	6.38% 19
\$17.00-\$18.99	18.46% 55
\$19.00-\$20.99	22.48% 67
\$21.00-\$24.99	36.24% 108
More than \$25/hr.	14.09% 42
TOTAL	298

Q28 Which of the following benefits do you provide your full-time employees? (Choose all that apply)

Answered: 298 Skipped: 116

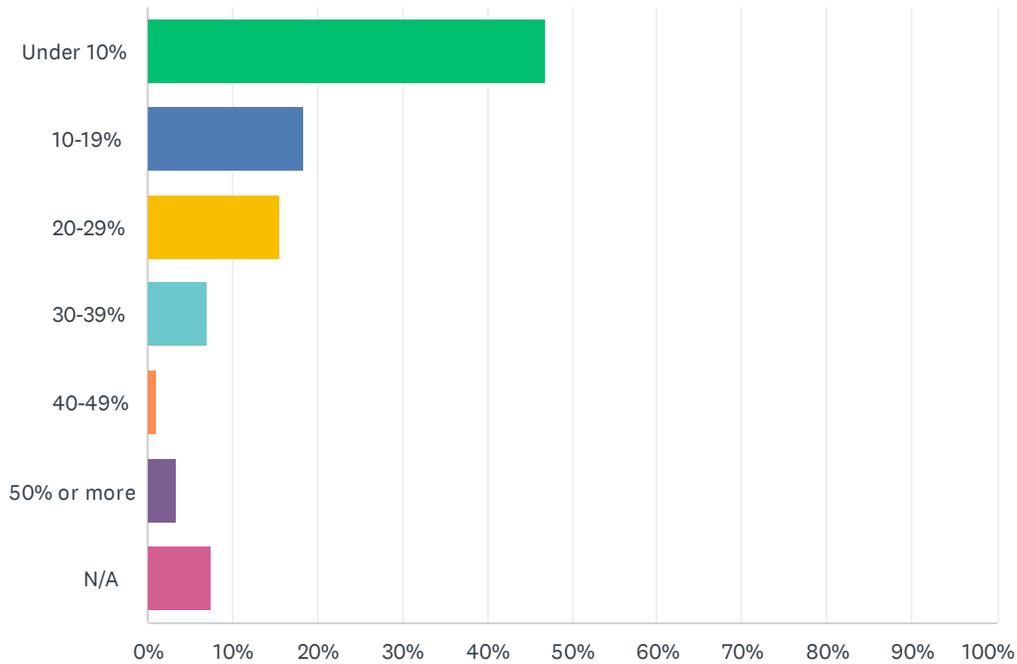


2023 Cleanfax Restoration Benchmarking Survey

ANSWER CHOICES	RESPONSES	
Vacation time	83.89%	250
Sick days	65.77%	196
Health insurance	51.68%	154
Paid holidays	69.46%	207
Dental insurance	36.58%	109
Disability insurance	20.13%	60
Life insurance	24.16%	72
Company uniform	70.13%	209
Maternity/Paternity leave	18.46%	55
Other (please specify)	17.45%	52
Total Respondents: 298		

Q29 What is your ANNUAL employee turnover rate? Average monthly employees ÷ employee departures
 Ex: 20 (average monthly employees) ÷ 5 (departures) = .25 (25%)

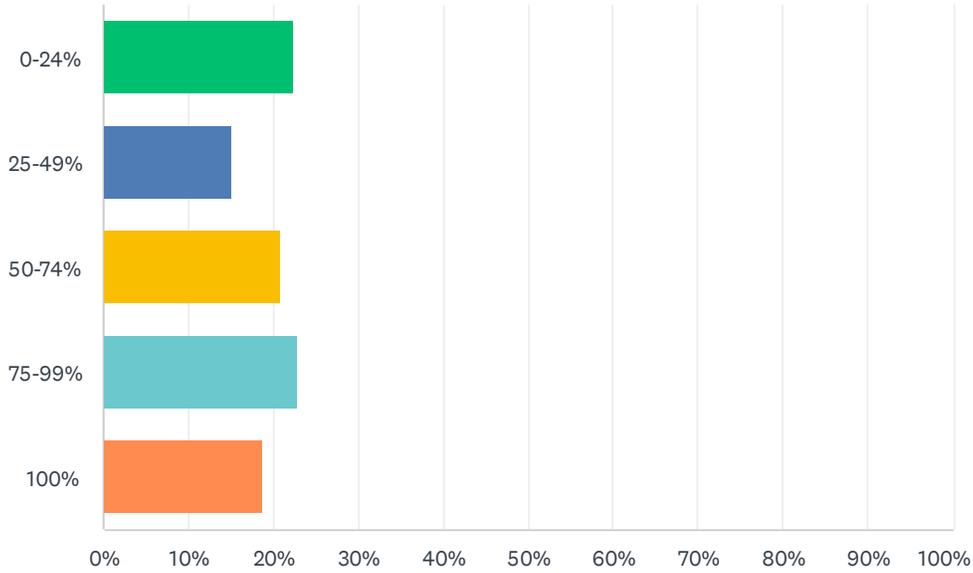
Answered: 294 Skipped: 120



ANSWER CHOICES	RESPONSES	
Under 10%	46.94%	138
10-19%	18.37%	54
20-29%	15.65%	46
30-39%	7.14%	21
40-49%	1.02%	3
50% or more	3.40%	10
N/A	7.48%	22
TOTAL		294

Q30 Approximately what percentage of your employees working in the field have formal training in restoration/remediation?

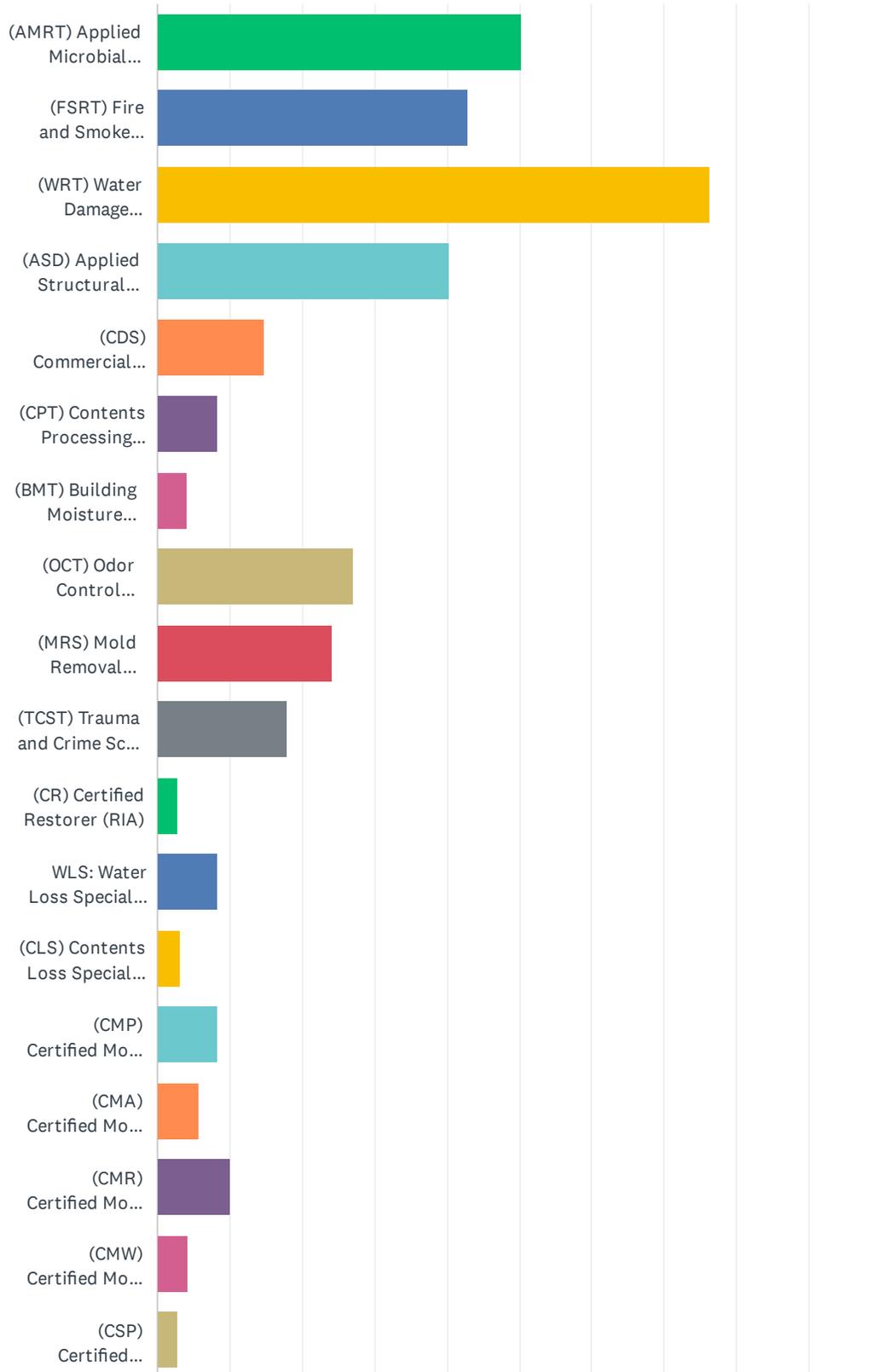
Answered: 298 Skipped: 116



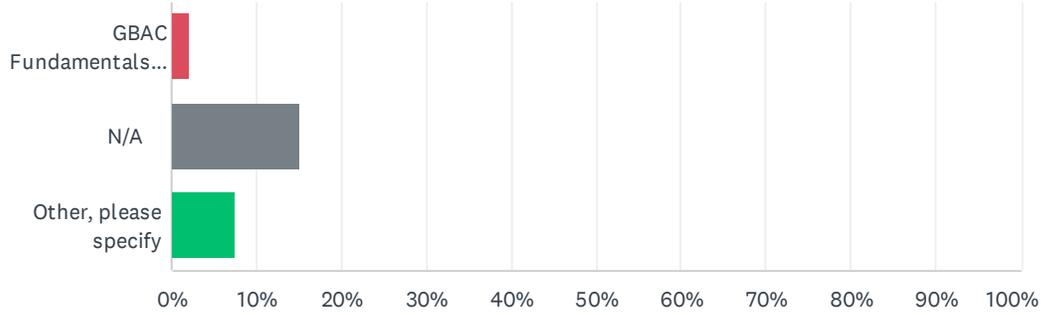
ANSWER CHOICES	RESPONSES
0-24%	22.48% 67
25-49%	15.10% 45
50-74%	20.81% 62
75-99%	22.82% 68
100%	18.79% 56
TOTAL	298

Q31 Which of the following restoration/remediation courses did you or your employees participate in this past year? (Choose all that apply)

Answered: 278 Skipped: 136



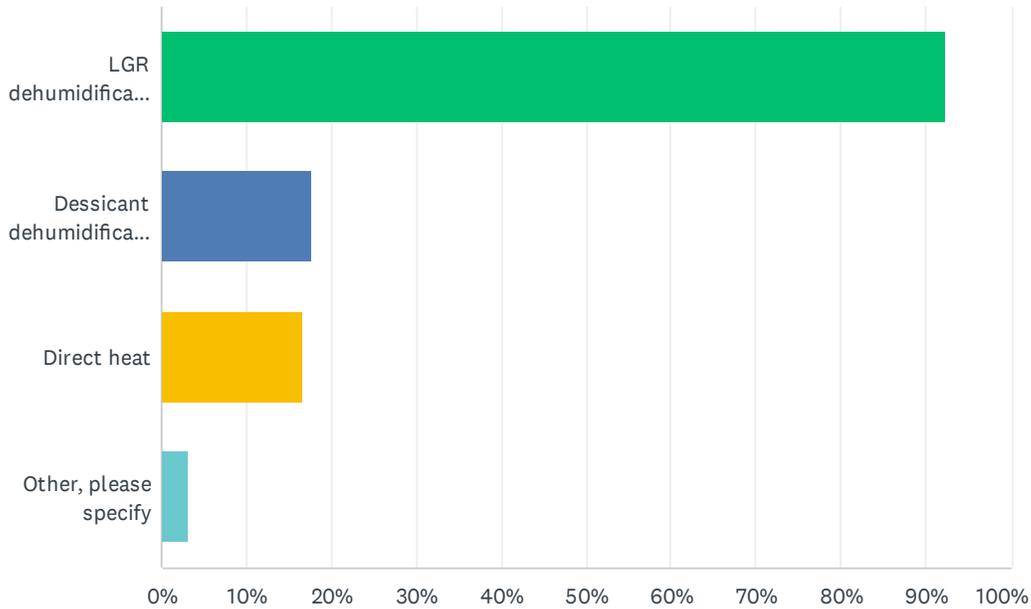
2023 Cleanfax Restoration Benchmarking Survey



ANSWER CHOICES	RESPONSES	
(AMRT) Applied Microbial Remediation Technician (IICRC)	50.36%	140
(FSRT) Fire and Smoke Restoration Technician (IICRC)	42.81%	119
(WRT) Water Damage Restoration Technician (IICRC)	76.26%	212
(ASD) Applied Structural Drying Technician (IICRC)	40.29%	112
(CDS) Commercial Drying Specialist (IICRC)	14.75%	41
(CPT) Contents Processing Technician (IICRC)	8.27%	23
(BMT) Building Moisture Thermography (IICRC)	3.96%	11
(OCT) Odor Control Technician (IICRC)	26.98%	75
(MRS) Mold Removal Specialist (IICRC)	24.10%	67
(TCST) Trauma and Crime Scene Technician (IICRC)	17.99%	50
(CR) Certified Restorer (RIA)	2.88%	8
WLS: Water Loss Specialist (RIA)	8.27%	23
(CLS) Contents Loss Specialist (RIA)	3.24%	9
(CMP) Certified Mold Professional (RIA)	8.27%	23
(CMA) Certified Mold Assessor (NORMI)	5.76%	16
(CMR) Certified Mold Remediator (NORMI)	10.07%	28
(CMW) Certified Mold Worker (NORMI)	4.32%	12
(CSP) Certified Sanitizing Professional (NORMI)	2.88%	8
GBAC Fundamentals Online	2.16%	6
N/A	15.11%	42
Other, please specify	7.55%	21
Total Respondents: 278		

Q32 Which of the following do you use most often for drying? (Choose all that apply.)

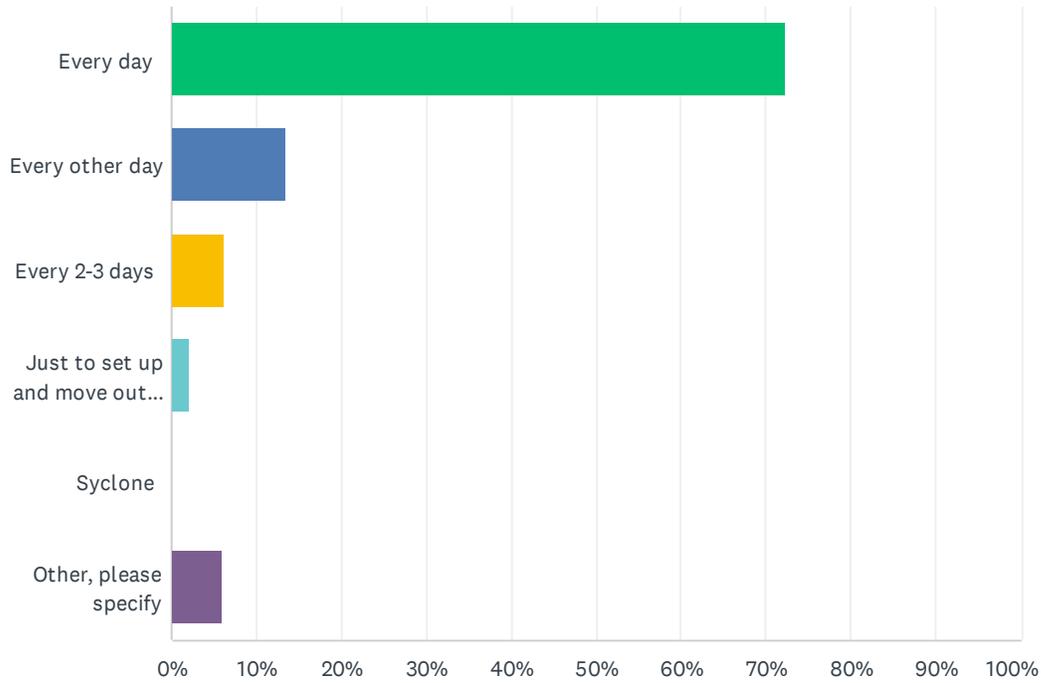
Answered: 289 Skipped: 125



ANSWER CHOICES	RESPONSES	
LGR dehumidification	92.39%	267
Dessicant dehumidification	17.65%	51
Direct heat	16.61%	48
Other, please specify	3.11%	9
Total Respondents: 289		

Q33 How often do you send a tech out to monitor a typical restoration job (excluding setup and move out)?

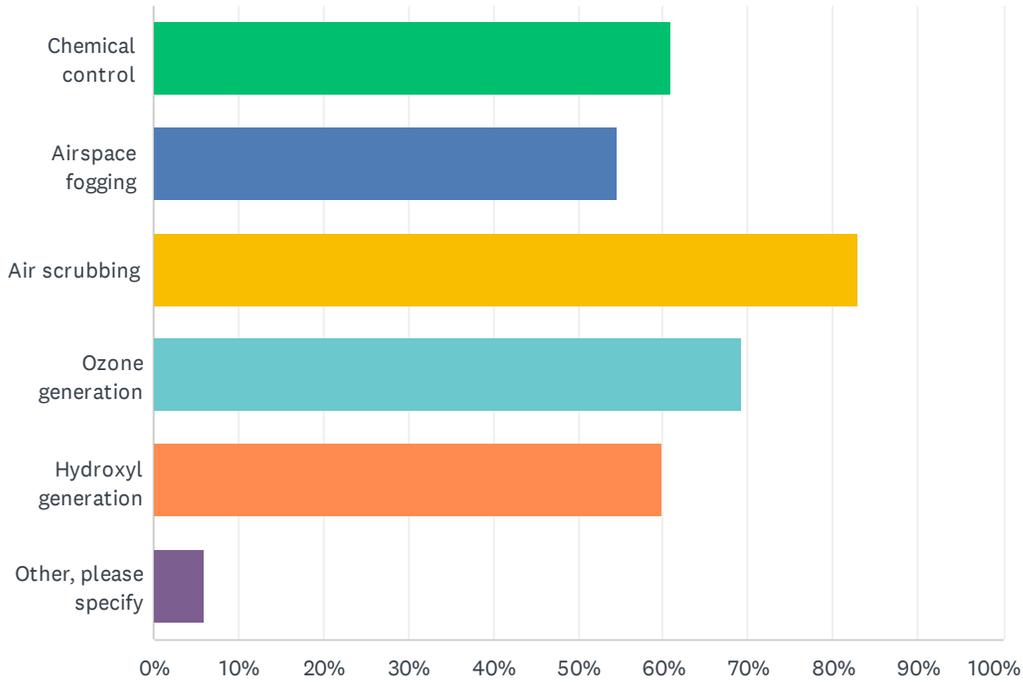
Answered: 289 Skipped: 125



ANSWER CHOICES	RESPONSES	
Every day	72.32%	209
Every other day	13.49%	39
Every 2-3 days	6.23%	18
Just to set up and move out (use remote access for rest of monitoring)	2.08%	6
Syclone	0.00%	0
Other, please specify	5.88%	17
TOTAL		289

Q34 Which odor control techniques do you offer? (Choose all that apply)

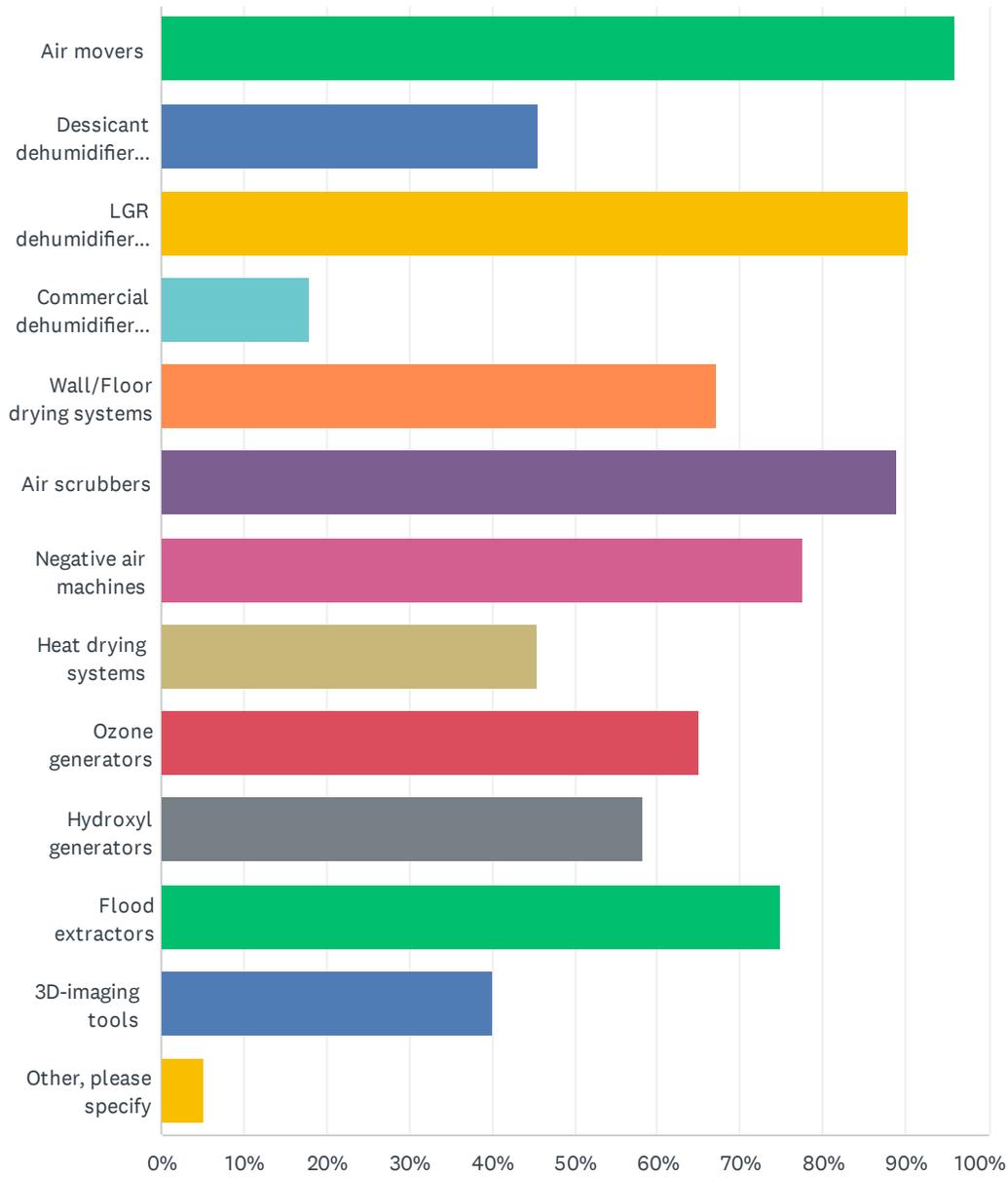
Answered: 289 Skipped: 125



ANSWER CHOICES	RESPONSES	
Chemical control	60.90%	176
Airspace fogging	54.67%	158
Air scrubbing	83.04%	240
Ozone generation	69.20%	200
Hydroxyl generation	59.86%	173
Other, please specify	5.88%	17
Total Respondents: 289		

Q35 Which of the following equipment do you utilize in your restoration business? (Choose all that apply)

Answered: 289 Skipped: 125

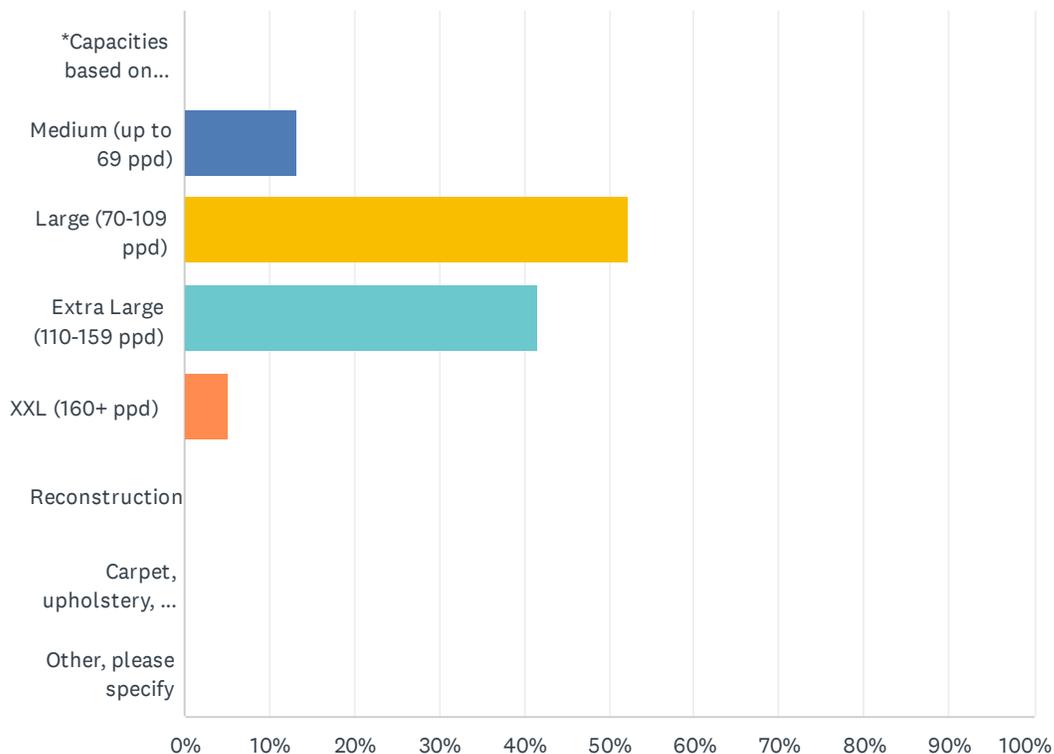


2023 Cleanfax Restoration Benchmarking Survey

ANSWER CHOICES	RESPONSES	
Air movers	95.85%	277
Dessicant dehumidifiers (portable)	45.67%	132
LGR dehumidifiers (portable)	90.31%	261
Commercial dehumidifiers (trailer/ skid-mounted)	17.99%	52
Wall/Floor drying systems	67.13%	194
Air scrubbers	88.93%	257
Negative air machines	77.51%	224
Heat drying systems	45.33%	131
Ozone generators	65.05%	188
Hydroxyl generators	58.13%	168
Flood extractors	74.74%	216
3D-imaging tools	40.14%	116
Other, please specify	5.19%	15
Total Respondents: 289		

Q36 When purchasing dehumidifiers in the next year, which capacity* of dehumidifier are you MOST LIKELY to choose? (Check one)

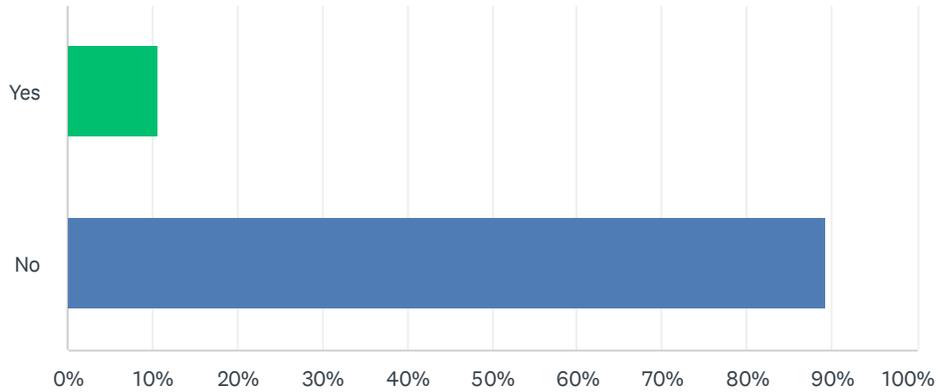
Answered: 289 Skipped: 125



ANSWER CHOICES	RESPONSES	
*Capacities based on Xactimate ranges for dehumidifier pints per day performance at AHAM (80°F/60%RH 26.7°C/60% RH)	0.00%	0
Medium (up to 69 ppd)	13.15%	38
Large (70-109 ppd)	52.25%	151
Extra Large (110-159 ppd)	41.52%	120
XXL (160+ ppd)	5.19%	15
Reconstruction	0.00%	0
Carpet, upholstery, and hard surface cleaning	0.00%	0
Other, please specify	0.00%	0
Total Respondents: 289		

Q37 Do you lease any of your restoration/ remediation equipment?

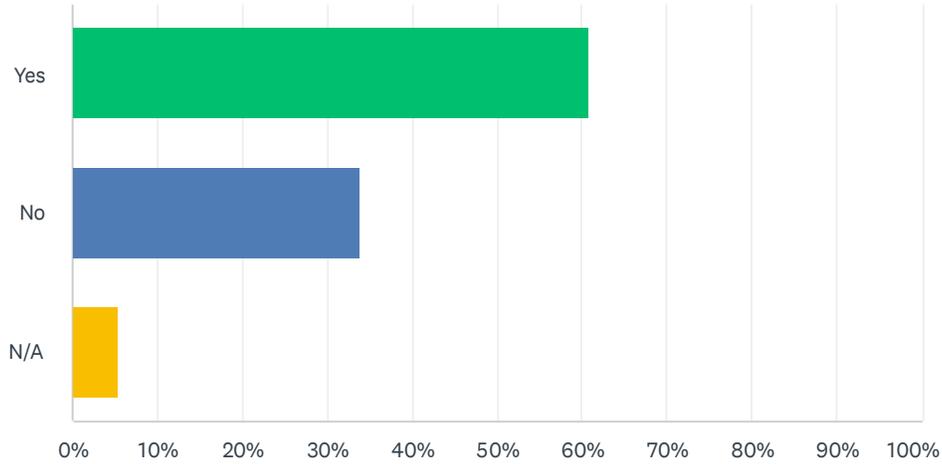
Answered: 283 Skipped: 131



ANSWER CHOICES	RESPONSES	
Yes	10.60%	30
No	89.40%	253
TOTAL		283

Q38 Do you rent equipment for specific restoration jobs, especially large losses?

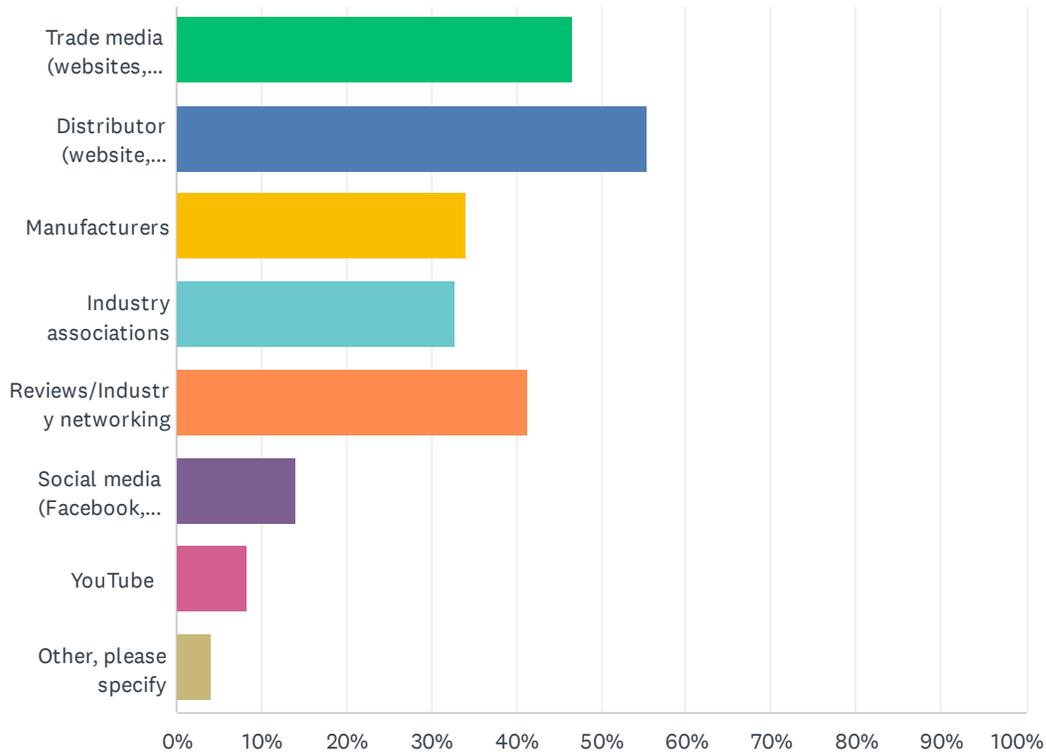
Answered: 283 Skipped: 131



ANSWER CHOICES	RESPONSES	
Yes	60.78%	172
No	33.92%	96
N/A	5.30%	15
TOTAL		283

Q39 Information from which sources most influence your product purchase decisions? (Check all that apply)

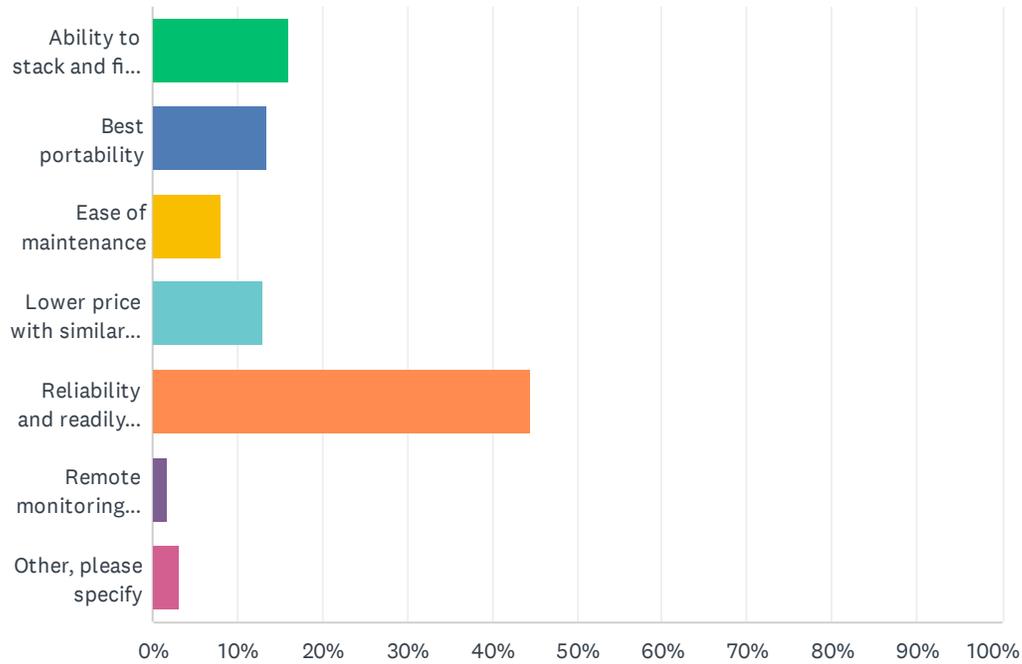
Answered: 278 Skipped: 136



ANSWER CHOICES	RESPONSES	
Trade media (websites, magazines, e-newsletters)	46.76%	130
Distributor (website, in-person)	55.40%	154
Manufacturers	34.17%	95
Industry associations	32.73%	91
Reviews/Industry networking	41.37%	115
Social media (Facebook, LinkedIn, Twitter, etc.)	14.03%	39
YouTube	8.27%	23
Other, please specify	3.96%	11
Total Respondents: 278		

Q40 Given equal performance, which 2 factors are MOST IMPORTANT to you when deciding which dehumidifier model to purchase?

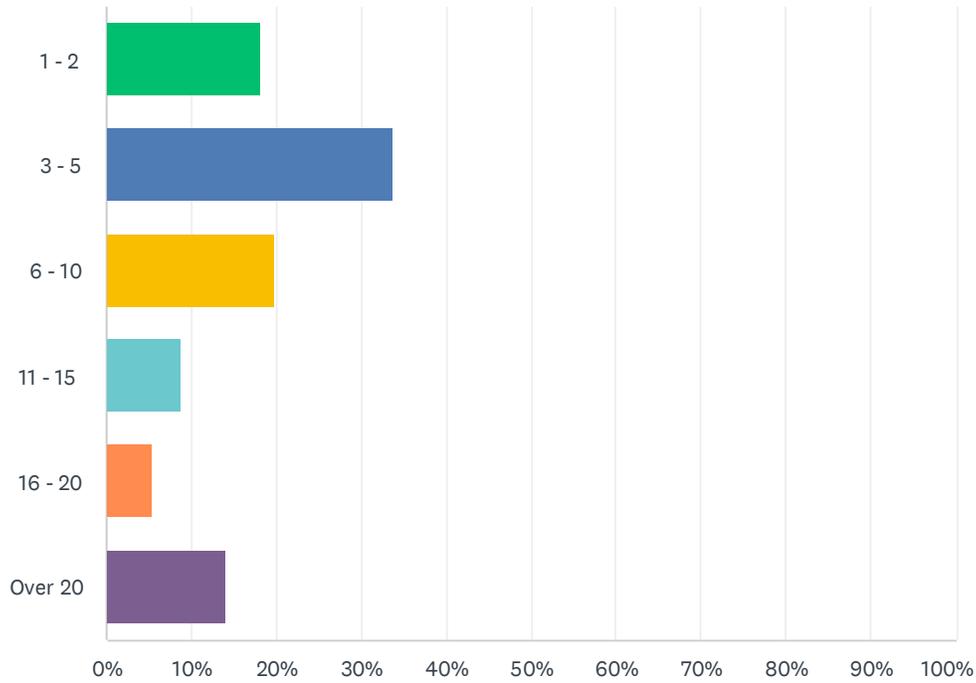
Answered: 283 Skipped: 131



ANSWER CHOICES	RESPONSES	
Ability to stack and fit maximum units in van and warehouse	15.90%	45
Best portability	13.43%	38
Ease of maintenance	8.13%	23
Lower price with similar quality and features	13.07%	37
Reliability and readily available service	44.52%	126
Remote monitoring capabilities	1.77%	5
Other, please specify	3.18%	9
TOTAL		283

Q41 How many business-use vehicles (trucks, vans, etc.) do you currently operate?

Answered: 276 Skipped: 138

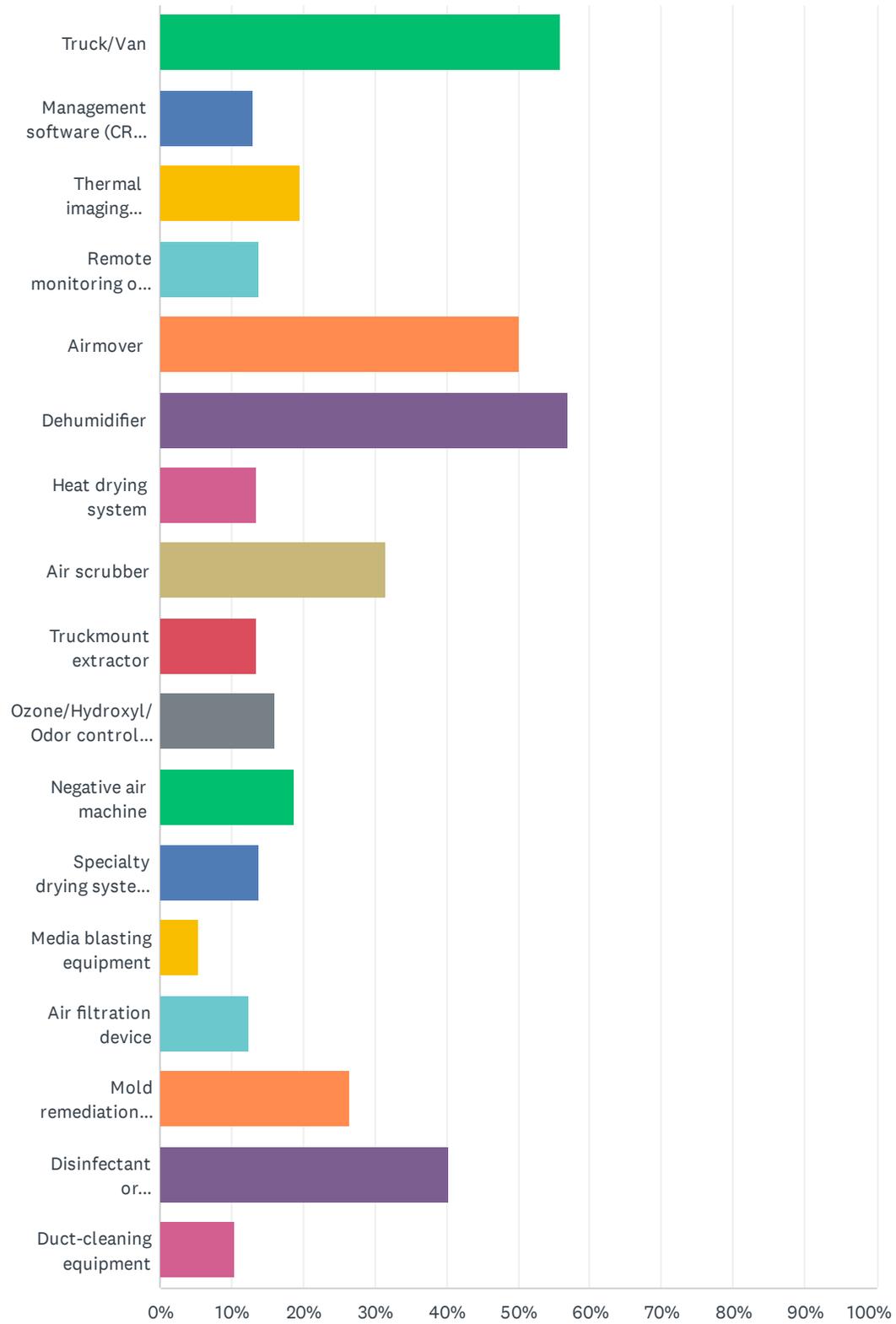


ANSWER CHOICES	RESPONSES	
1 - 2	18.12%	50
3 - 5	33.70%	93
6 - 10	19.93%	55
11 - 15	8.70%	24
16 - 20	5.43%	15
Over 20	14.13%	39
TOTAL		276

Q42 What restoration equipment do you plan to purchase within the next 12 months? (Choose all that apply)

Answered: 276 Skipped: 138

2023 Cleanfax Restoration Benchmarking Survey

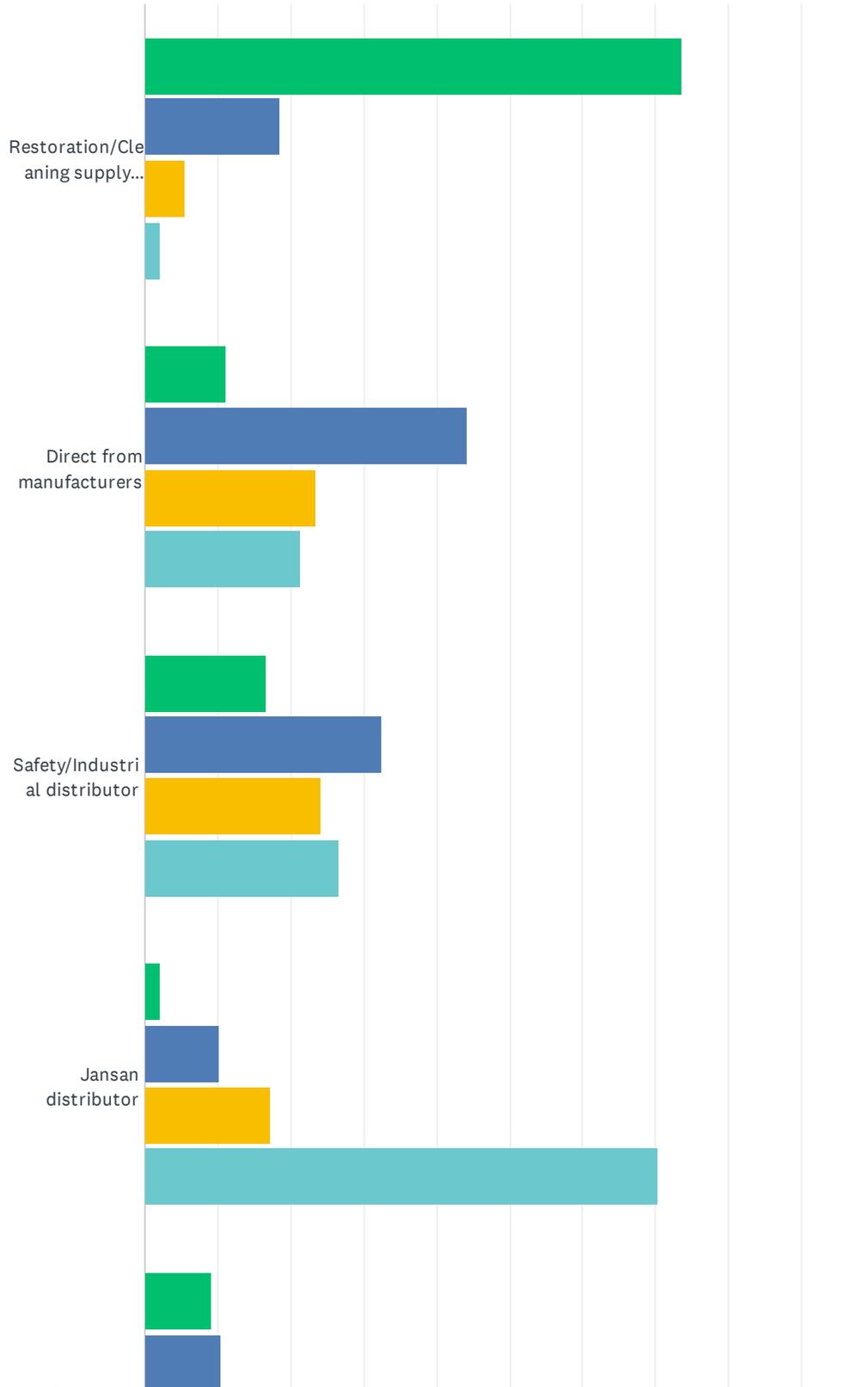


2023 Cleanfax Restoration Benchmarking Survey

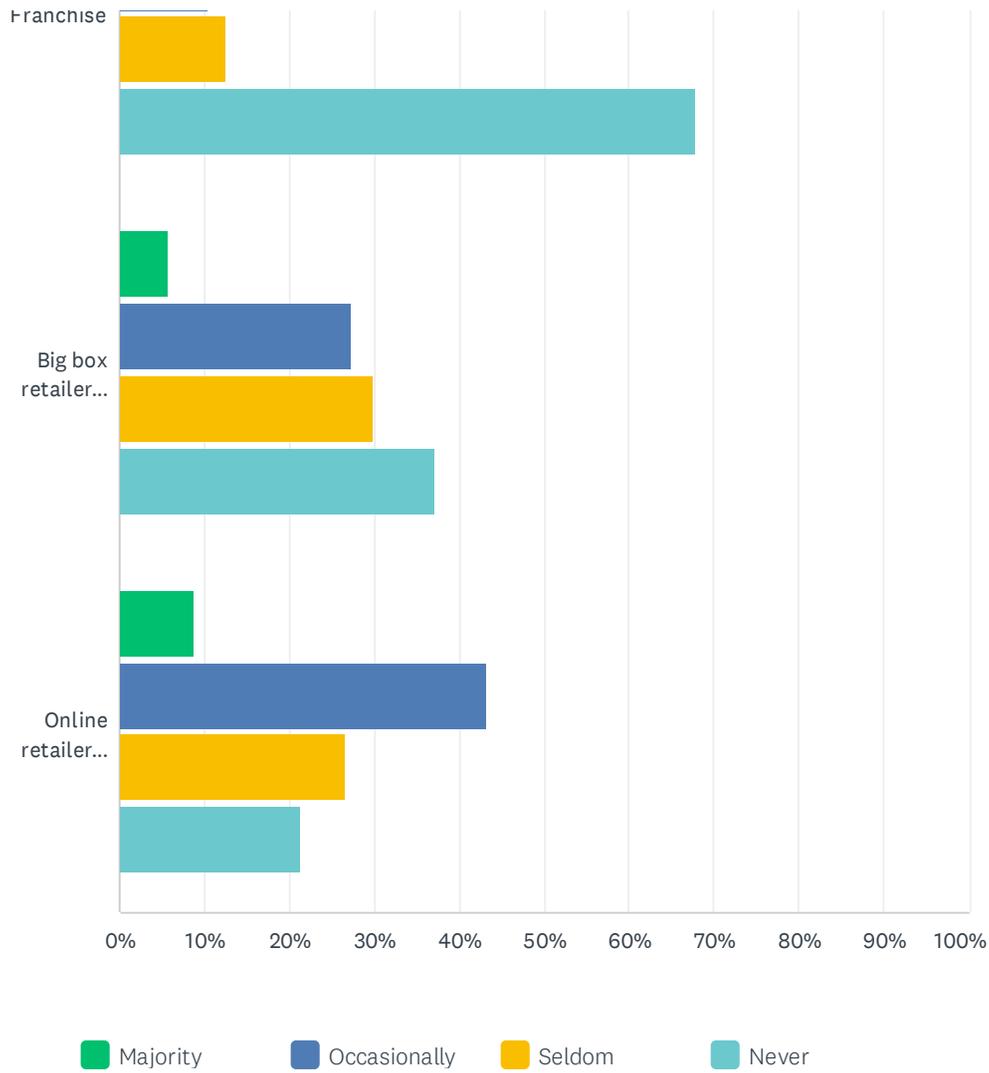
ANSWER CHOICES	RESPONSES	
Truck/Van	55.80%	154
Management software (CRM, inventory tracking, etc.)	13.04%	36
Thermal imaging equipment	19.57%	54
Remote monitoring or moisture monitoring system	13.77%	38
Airmover	50.00%	138
Dehumidifier	56.88%	157
Heat drying system	13.41%	37
Air scrubber	31.52%	87
Truckmount extractor	13.41%	37
Ozone/Hydroxyl/Odor control equipment	15.94%	44
Negative air machine	18.84%	52
Specialty drying systems (walls/ floor)	13.77%	38
Media blasting equipment	5.43%	15
Air filtration device	12.32%	34
Mold remediation coatings	26.45%	73
Disinfectant or odor-controlling chemicals	40.22%	111
Duct-cleaning equipment	10.51%	29
Total Respondents: 276		

Q43 To what extent do you purchase equipment and supplies from the following sources? Please answer each option.

Answered: 272 Skipped: 142



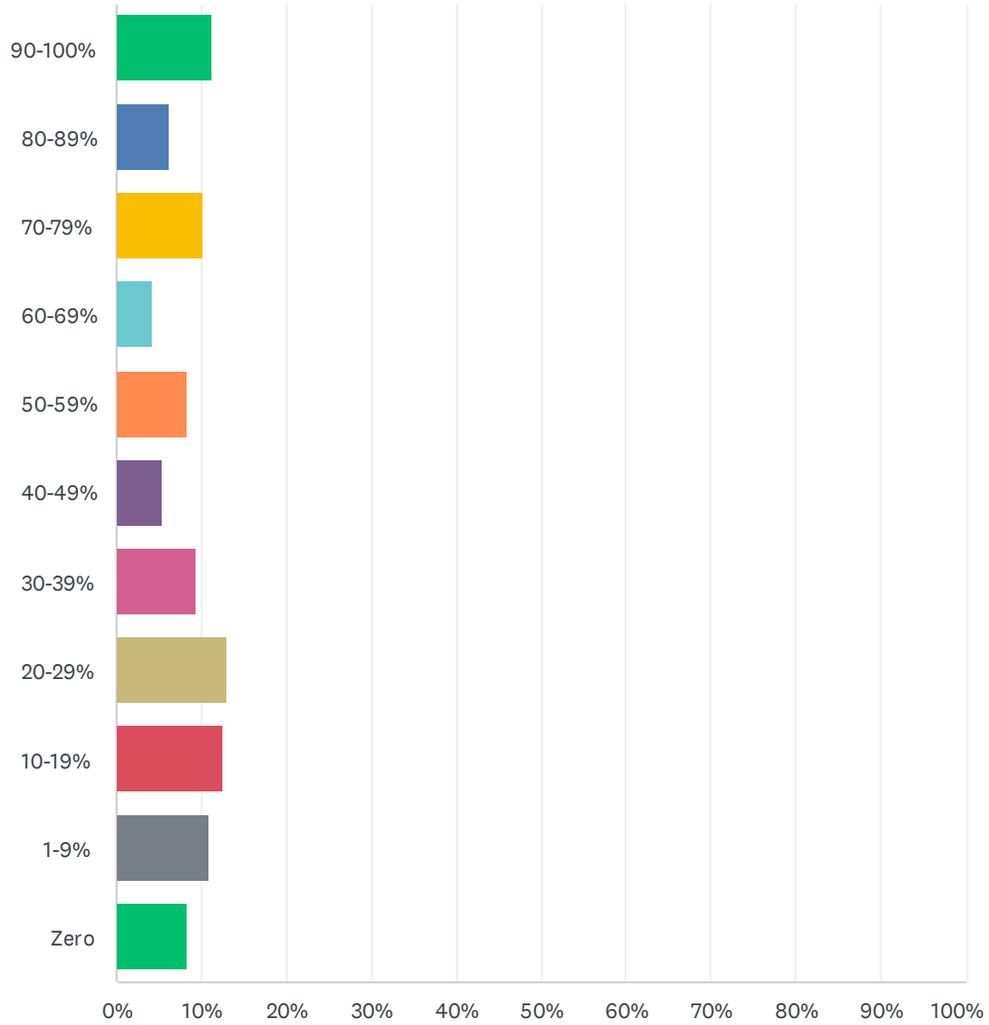
2023 Cleanfax Restoration Benchmarking Survey



	MAJORITY	OCCASIONALLY	SELDOM	NEVER	TOTAL	WEIGHTED AVERAGE
Restoration/Cleaning supply distributor	73.51% 197	18.66% 50	5.60% 15	2.24% 6	268	1.37
Direct from manufacturers	11.11% 27	44.03% 107	23.46% 57	21.40% 52	243	2.55
Safety/Industrial distributor	16.67% 40	32.50% 78	24.17% 58	26.67% 64	240	2.61
Jansan distributor	2.12% 5	10.17% 24	17.37% 41	70.34% 166	236	3.56
Franchise	9.21% 22	10.46% 25	12.55% 30	67.78% 162	239	3.39
Big box retailer (Costco/Sam's Club)	5.79% 14	27.27% 66	29.75% 72	37.19% 90	242	2.98
Online retailer (Amazon)	8.64% 21	43.21% 105	26.75% 65	21.40% 52	243	2.61

Q44 What percentage of your equipment/supplies are purchased ONLINE?

Answered: 276 Skipped: 138

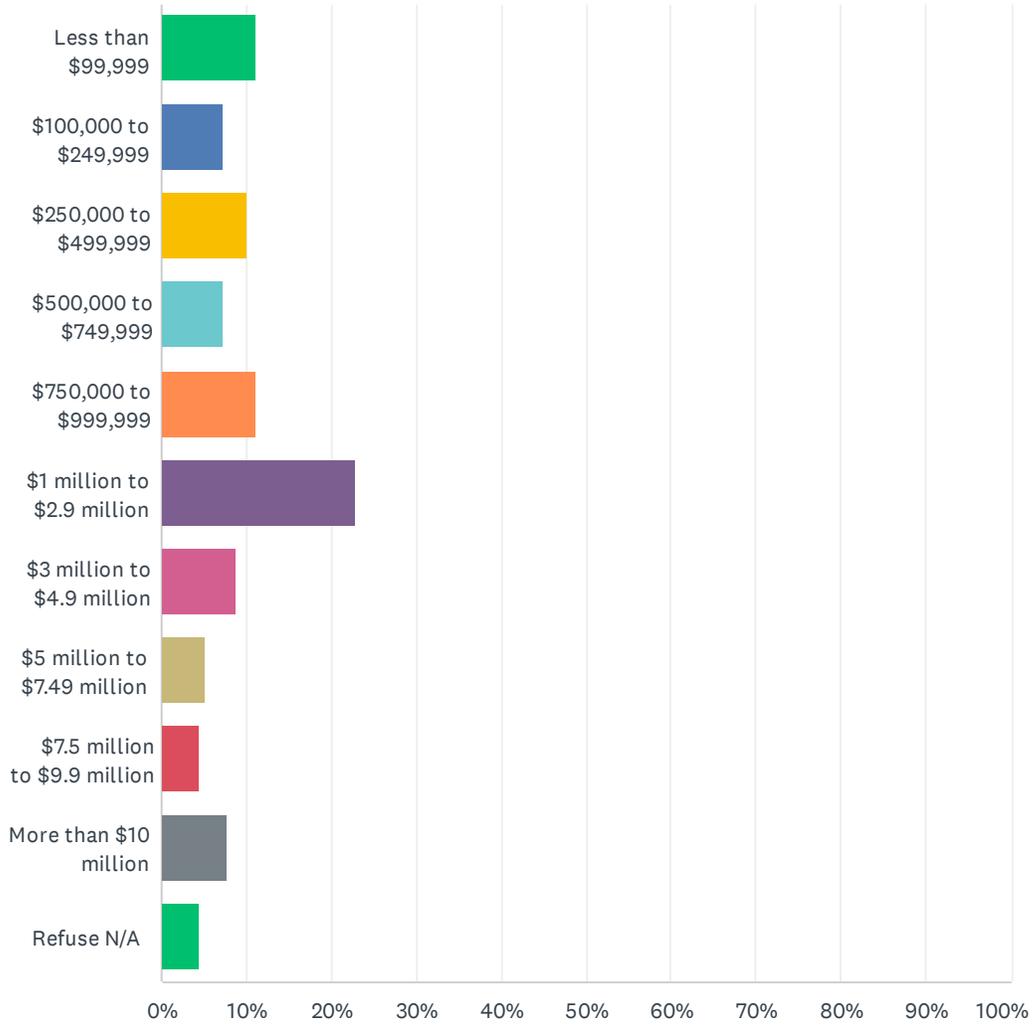


2023 Cleanfax Restoration Benchmarking Survey

ANSWER CHOICES	RESPONSES	
90-100%	11.23%	31
80-89%	6.16%	17
70-79%	10.14%	28
60-69%	4.35%	12
50-59%	8.33%	23
40-49%	5.43%	15
30-39%	9.42%	26
20-29%	13.04%	36
10-19%	12.68%	35
1-9%	10.87%	30
Zero	8.33%	23
TOTAL		276

Q45 Estimate annual gross sales revenue for the restoration/ remediation portion of your business in 2022.

Answered: 272 Skipped: 142

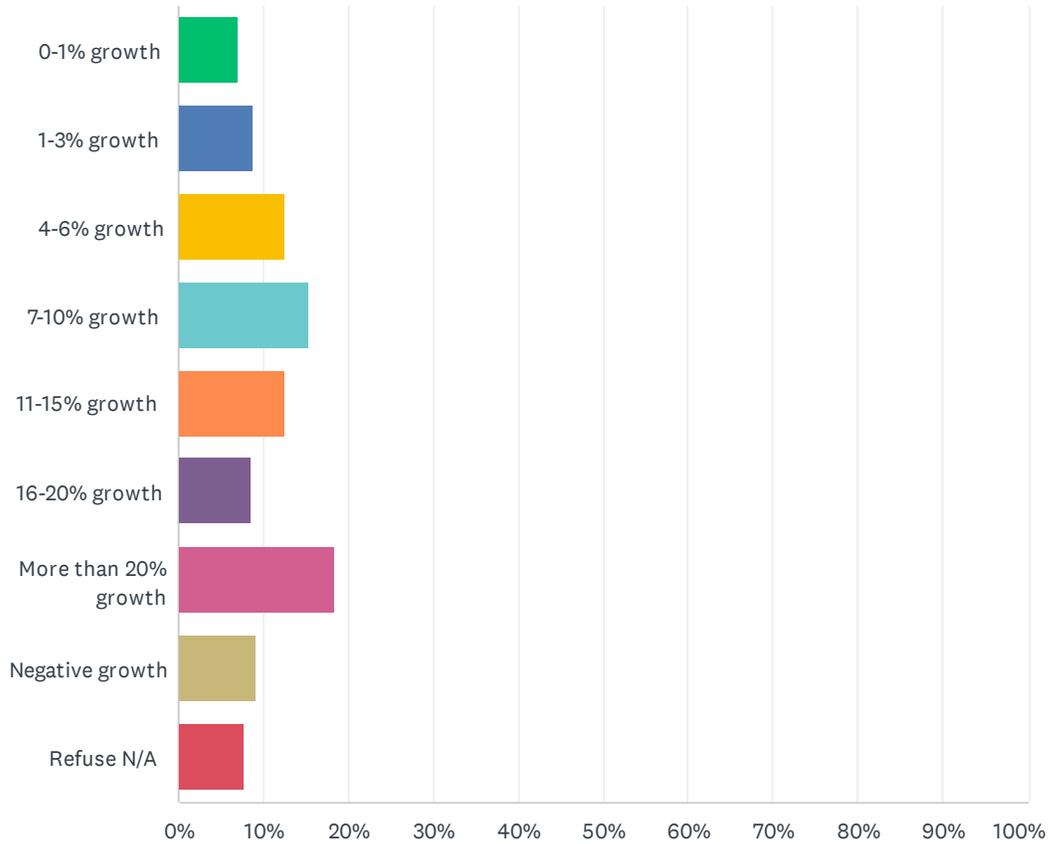


2023 Cleanfax Restoration Benchmarking Survey

ANSWER CHOICES	RESPONSES	
Less than \$99,999	11.03%	30
\$100,000 to \$249,999	7.35%	20
\$250,000 to \$499,999	9.93%	27
\$500,000 to \$749,999	7.35%	20
\$750,000 to \$999,999	11.03%	30
\$1 million to \$2.9 million	22.79%	62
\$3 million to \$4.9 million	8.82%	24
\$5 million to \$7.49 million	5.15%	14
\$7.5 million to \$9.9 million	4.41%	12
More than \$10 million	7.72%	21
Refuse N/A	4.41%	12
TOTAL		272

Q46 What was your gross sales growth rate in 2022 compared to 2021?

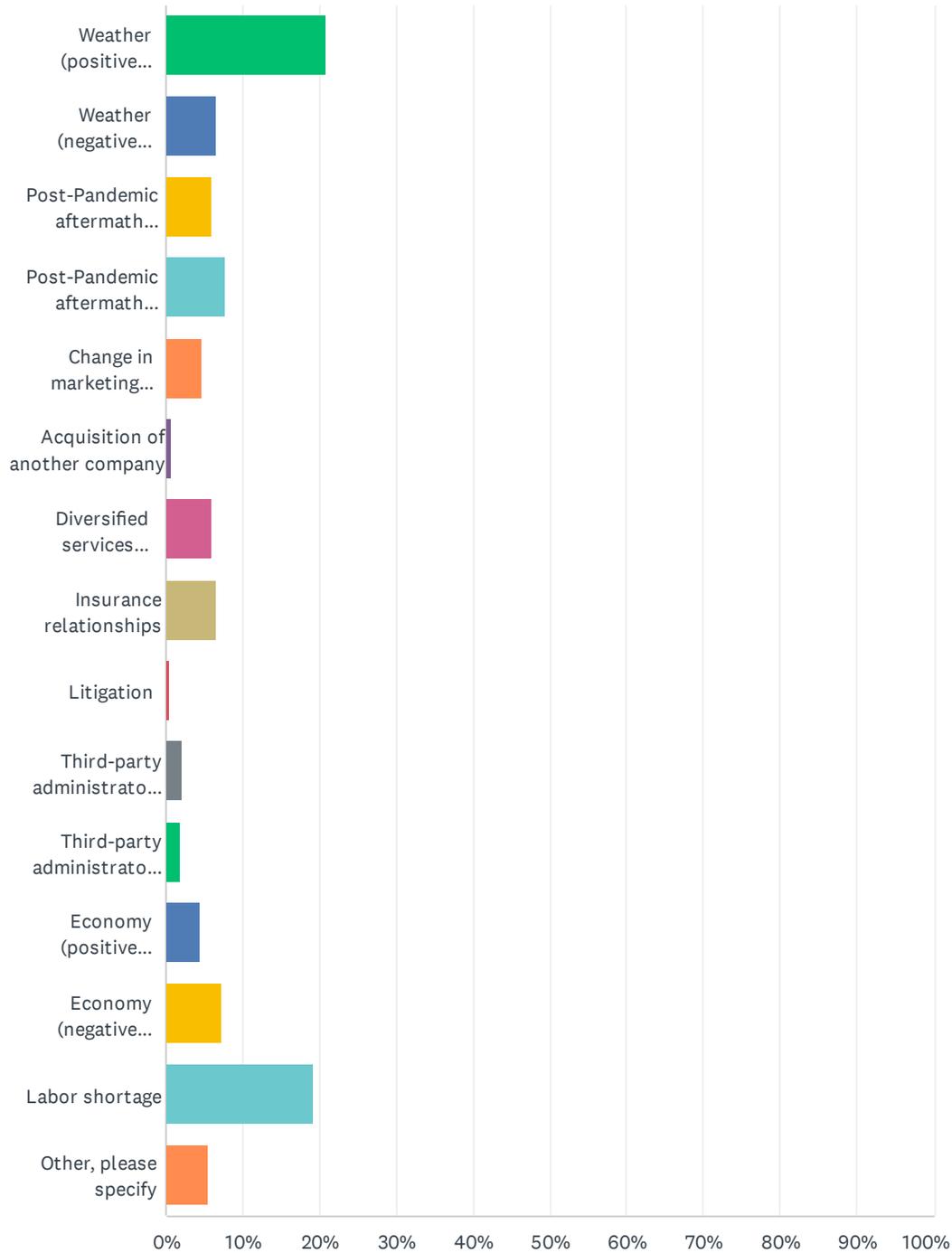
Answered: 272 Skipped: 142



ANSWER CHOICES	RESPONSES	
0-1% growth	6.99%	19
1-3% growth	8.82%	24
4-6% growth	12.50%	34
7-10% growth	15.44%	42
11-15% growth	12.50%	34
16-20% growth	8.46%	23
More than 20% growth	18.38%	50
Negative growth	9.19%	25
Refuse N/A	7.72%	21
TOTAL		272

Q47 What was biggest factor impacting your company's revenues in 2022?

Answered: 272 Skipped: 142

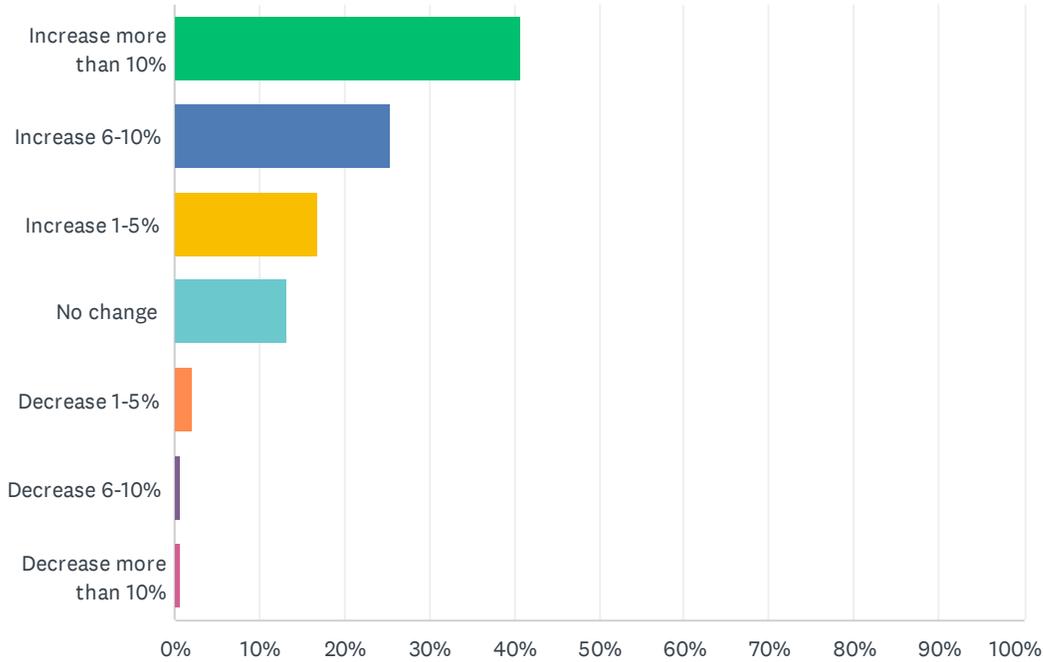


2023 Cleanfax Restoration Benchmarking Survey

ANSWER CHOICES	RESPONSES	
Weather (positive impact)	20.96%	57
Weather (negative impact)	6.62%	18
Post-Pandemic aftermath (positive impact)	5.88%	16
Post-Pandemic aftermath (negative impact)	7.72%	21
Change in marketing strategy	4.78%	13
Acquisition of another company	0.74%	2
Diversified services offering	5.88%	16
Insurance relationships	6.62%	18
Litigation	0.37%	1
Third-party administrators, a.k.a. TPAs (positive impact)	2.21%	6
Third-party administrators, a.k.a. TPAs (negative impact)	1.84%	5
Economy (positive impact)	4.41%	12
Economy (negative impact)	7.35%	20
Labor shortage	19.12%	52
Other, please specify	5.51%	15
TOTAL		272

Q48 What is your projected increase/decrease in gross sales revenue for 2023?

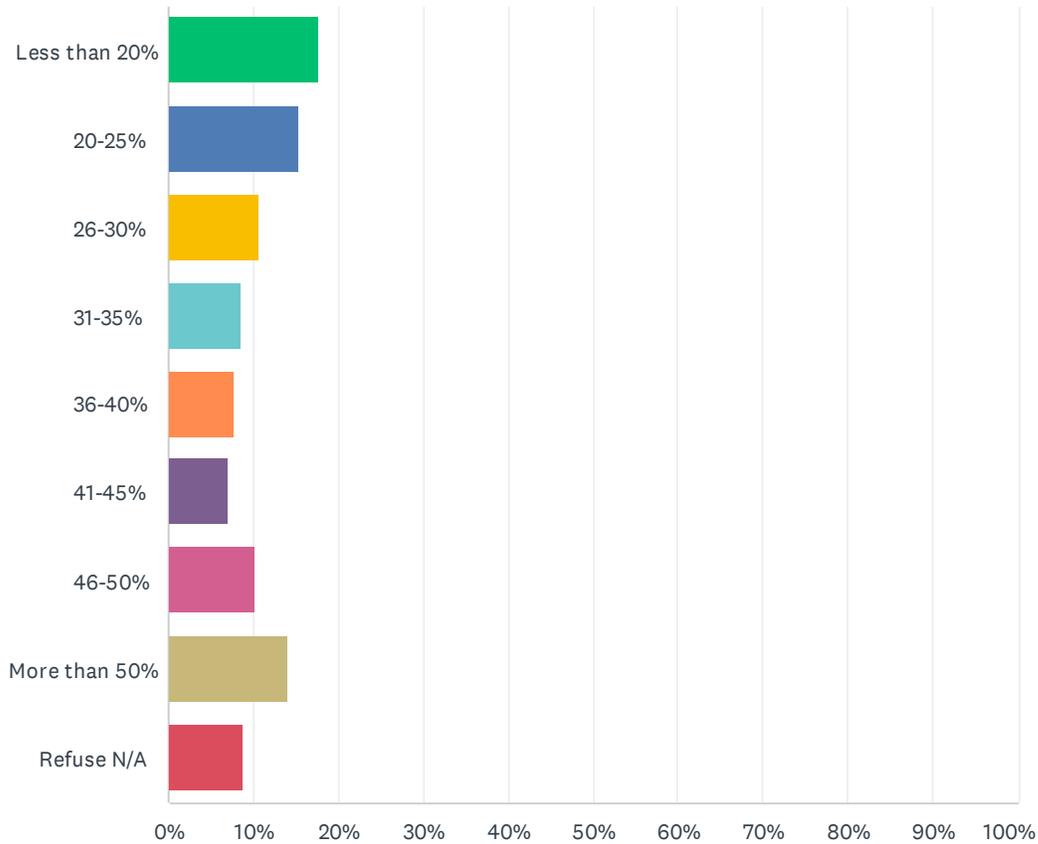
Answered: 272 Skipped: 142



ANSWER CHOICES	RESPONSES	
Increase more than 10%	40.81%	111
Increase 6-10%	25.37%	69
Increase 1-5%	16.91%	46
No change	13.24%	36
Decrease 1-5%	2.21%	6
Decrease 6-10%	0.74%	2
Decrease more than 10%	0.74%	2
TOTAL		272

Q49 What was your approximate GROSS profit margin from restoration/remediation services in 2022?

Answered: 272 Skipped: 142



ANSWER CHOICES	RESPONSES
Less than 20%	17.65% 48
20-25%	15.44% 42
26-30%	10.66% 29
31-35%	8.46% 23
36-40%	7.72% 21
41-45%	6.99% 19
46-50%	10.29% 28
More than 50%	13.97% 38
Refuse N/A	8.82% 24
TOTAL	272