

# THE 2024 RESTORATION BENCHMARKING SURVEY REPORT

The restoration industry has responded, and the data and statistics are now available. Get ready to dig into the 2024 Restoration Benchmarking Survey Report, sponsored by Legend Brands. In the following pages, you will get the information you need to compare your numbers to your peers and see where you might be on par with the industry or—perhaps—need to readjust some of your business strategies.

As part of the survey invitation sent to qualified disaster restoration professionals, Cleanfax asked respondents to share their top concerns they see as instrumental in shaping the industry’s future and making it, as one called it, “a better place to work.”

All responses to surveys deployed by Cleanfax are confidential.

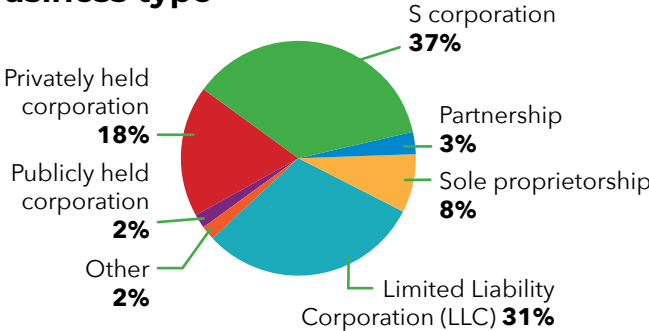
### Cost of doing business

Rising costs were at the top of the concerns for many who responded to the survey. While costs go up, insurance

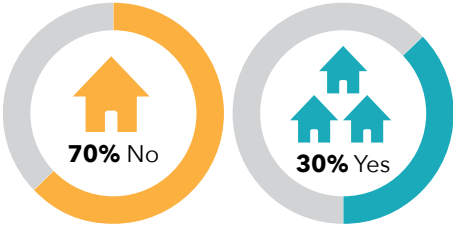
**CONGRATULATIONS**

The grand prize winner for completing the 2024 Restoration Benchmarking Survey Report is **Ryan Davis with First Class Carpet Cleaning & Restoration in Groveport, Ohio**. Davis will receive a Dri-Eaz HEPA 700 Air Scrubber and Negative Air Machine worth \$1,300, courtesy of survey sponsor Legend Brands.

### Business type



### Franchise, anyone?



**About this report:** The data recorded in this survey is based on results from restoration contractors who responded to invitations to participate. Results are not necessarily based on audited financial statements.

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See all results from this survey at [cleanfax.com/2024-restoration-survey](https://cleanfax.com/2024-restoration-survey).

companies are reluctant to increase what they pay contractors who perform the work. “There is a lack of price increase,” one respondent said, “and the cost of goods is increasing too rapidly. The higher cost of doing business is a concern.”

One indicated that the cost of doing business spans the entire spectrum of company financials. From cash flow issues resulting from slow payment for services to third-party invoice analysis, many fight the battle of “pricing and adjusters scrutinizing every line item and potential profit item” on invoices.

### Labor issues—again!

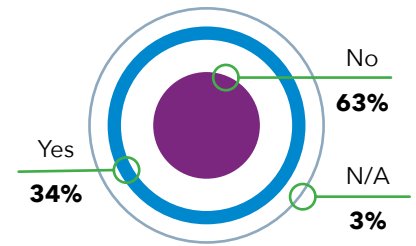
We can’t seem—as an industry—to get away from ongoing labor issues and the lack of willing and qualified workers. As indicated in “The top 5 challenges” in this survey, recruiting and retaining quality staff was by far the biggest concern, with 83% declaring this as the main issue in their business.

One respondent said the pool of workers is nowhere near where it needs to be. While he did say he can find workers—after much effort—“finding productive employees, *good labor*,” is an ongoing challenge.

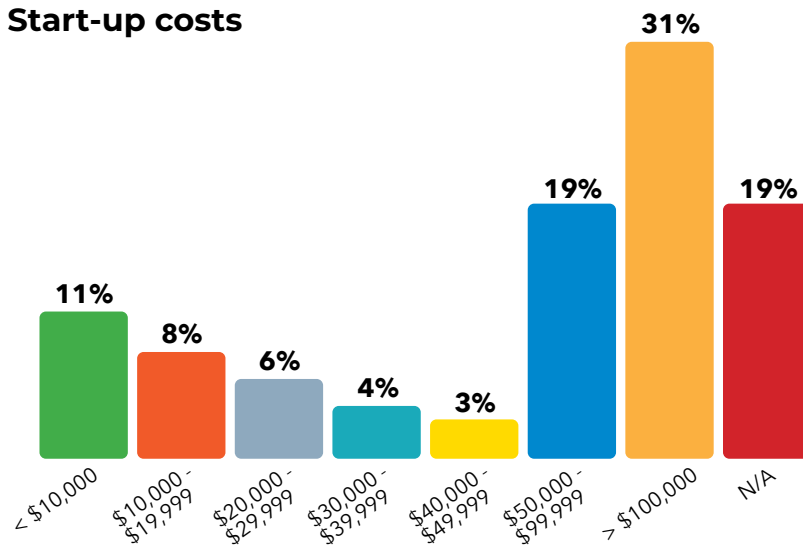
Read on and compare this year’s survey results, data, and statistics, to what your company is doing. [F](#)

**86%** were their  
**COMPANIES’  
LEADERS**

### Storm chasing



### Start-up costs



**35%** participate in a  
**TPA PROGRAM**

### Percent of business from TPAs

0-25%.....	24%
26-50%.....	7%
51-75%.....	8%
76-100%.....	3%
Not sure.....	3%
N/A.....	55%

Services offered	CURRENTLY OFFER	SUBCONTRACT	CONSIDERING ADDING
Water damage restoration	93%	5%	1%
Mold remediation/abatement	83%	13%	4%
Fire/Smoke damage restoration	82%	13%	5%
Sewage remediation	80%	17%	3%
Contents restoration	61%	30%	8%
Pack-out/Move-out	60%	35%	5%
Biohazard/Trauma cleanup	57%	26%	17%
Reconstruction/Remodeling	52%	39%	10%
Consulting/Mold assessment	52%	38%	10%
Wind damage (i.e., exterior repairs)	40%	46%	14%

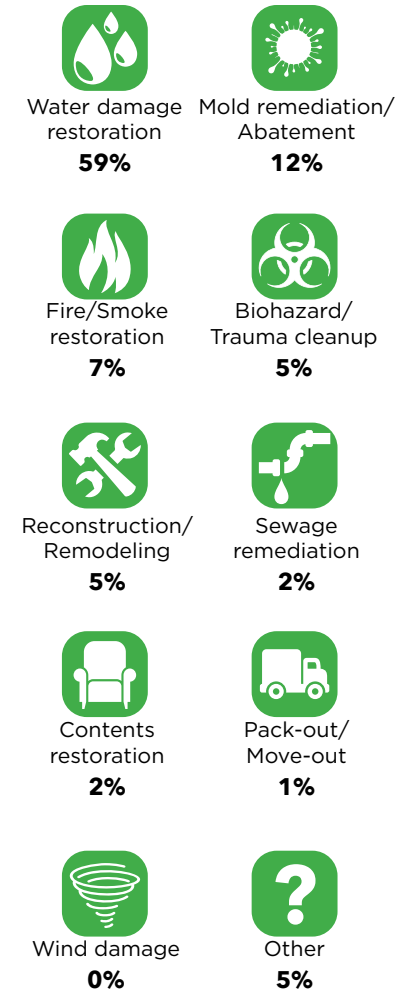
## Residential vs. commercial

100% Residential - 0% Commercial.....	<b>6%</b>
90% Residential - 10% Commercial....	<b>22%</b>
80% Residential - 20% Commercial...	<b>19%</b>
70% Residential - 30% Commercial...	<b>15%</b>
60% Residential - 40% Commercial...	<b>12%</b>
50% Residential - 50% Commercial.....	<b>7%</b>
40% Residential - 60% Commercial.....	<b>5%</b>
30% Residential - 70% Commercial.....	<b>5%</b>
20% Residential - 80% Commercial.....	<b>4%</b>
10% Residential - 90% Commercial.....	<b>2%</b>
0% Residential - 100% Commercial.....	<b>3%</b>

## Pricing method

Xactimate.....	<b>82%</b>
Pricing per man-hour.....	<b>43%</b>
Per-foot or per-item pricing .....	<b>23%</b>
CoreLogic.....	<b>21%</b>
Prevailing rate in area.....	<b>12%</b>
Reference manual (Blue Book) pricing.....	<b>6%</b>
N/A.....	<b>4%</b>

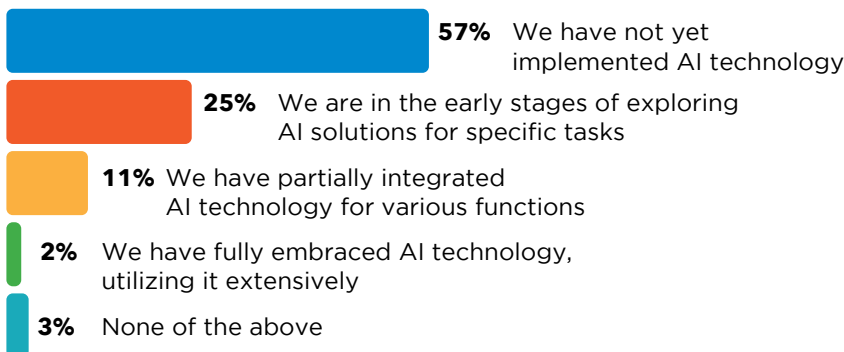
## The most profitable services ...



## The top 5 challenges

<b>01</b>	Recruiting and retaining quality staff	<b>83%</b>
<b>02</b>	Maintaining margins and profitability	<b>74%</b>
<b>03</b>	Differentiating your company	<b>57%</b>
<b>04</b>	Cash flow challenges	<b>56%</b>
<b>05</b>	Increasing costs of doing business	<b>49%</b>

## Implementing artificial intelligence (AI) technology



## The affordability of implementing AI technology to enhance restoration processes

A concern, but we are exploring cost-effective solutions	<b>38%</b>
A significant barrier, and it is currently beyond our budget	<b>14%</b>
Manageable, and we are actively investing in technology	<b>11%</b>
Not a major concern, and we have allocated a substantial budget for adopting technology for our company	<b>6%</b>
None of the above	<b>27%</b>
Other	<b>4%</b>

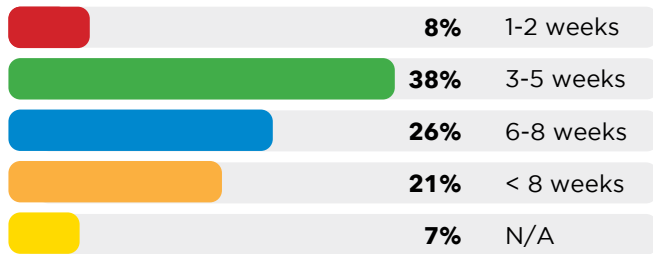
## Annual restoration gross revenue

Less than \$99,999.....	<b>13%</b>
\$100,000 to \$249,999.....	<b>8%</b>
\$250,000 to \$499,999.....	<b>10%</b>
\$500,000 to \$749,999.....	<b>6%</b>
\$750,000 to \$999,999.....	<b>5%</b>
\$1 million to \$2.9 million.....	<b>23%</b>
\$3 million to \$4.9 million.....	<b>9%</b>
\$5 million to \$7.49 million...	<b>9%</b>
\$7.5 million to \$9.9 million..	<b>1%</b>
More than \$10 million.....	<b>12%</b>
Refuse N/A.....	<b>5%</b>

## How you differentiate

Company experience/reputation .....	<b>65%</b>
One-stop shop (single-source service provider) .....	<b>22%</b>
Value-added services .....	<b>5%</b>
Industry-recognized certifications .....	<b>4%</b>
Low-cost provider .....	<b>2%</b>
Other .....	<b>2%</b>

## Insurance wait time



## Lead-generation methods

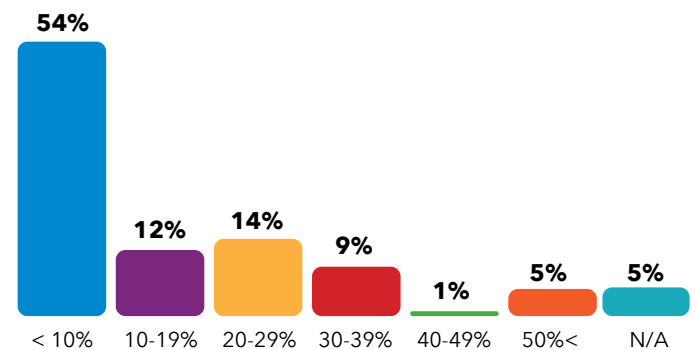
Referrals .....	<b>95%</b>
Social media .....	<b>67%</b>
Adjusters/Insurance agent relations .....	<b>66%</b>
Networking (associations, chambers, etc.) .....	<b>64%</b>
Electronic media (website, email, Google Ads) .....	<b>57%</b>
Outside sales rep(s) .....	<b>34%</b>
Lead service .....	<b>24%</b>
Referral sites (Yelp, Angie's List) .....	<b>21%</b>
Direct mail promotions .....	<b>13%</b>
Yellow Pages/Newspaper ads .....	<b>12%</b>
Radio ads .....	<b>11%</b>
Customer newsletter .....	<b>11%</b>
TV ads .....	<b>11%</b>
Telemarketing .....	<b>1%</b>
Other .....	<b>2%</b>

Additional services offered	CURRENTLY OFFER	SUBCONTRACT	CONSIDERING ADDING
Carpet/Rug cleaning	<b>71%</b>	<b>28%</b>	<b>1%</b>
Reconstruction/Remodeling	<b>51%</b>	<b>42%</b>	<b>7%</b>
Hard surface/Stone care/maintenance	<b>46%</b>	<b>44%</b>	<b>10%</b>
HVAC/Duct cleaning	<b>44%</b>	<b>47%</b>	<b>9%</b>
Painting	<b>43%</b>	<b>48%</b>	<b>9%</b>
Environmental - Lead/Asbestos abatement	<b>28%</b>	<b>63%</b>	<b>9%</b>
Janitorial/Commercial cleaning	<b>27%</b>	<b>52%</b>	<b>21%</b>
Document restoration	<b>18%</b>	<b>69%</b>	<b>13%</b>
Roofing	<b>17%</b>	<b>70%</b>	<b>13%</b>
Concrete polishing/maintenance	<b>12%</b>	<b>70%</b>	<b>18%</b>
Other	<b>34%</b>	<b>32%</b>	<b>34%</b>

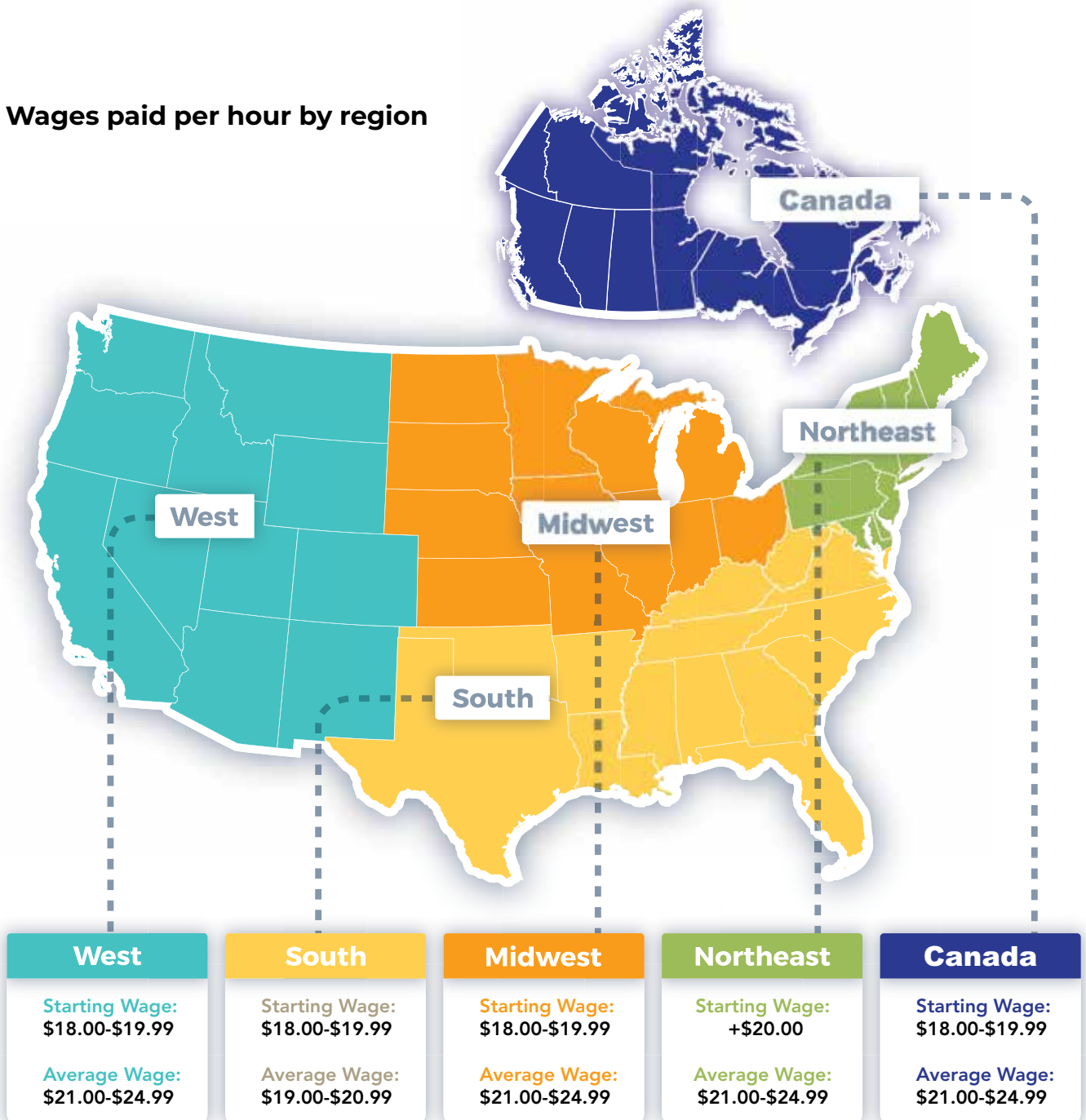
## Full-time equivalent (FTE) employees

1-5 .....	<b>36%</b>	41-45 .....	<b>3%</b>
6-10 .....	<b>14%</b>	46-50 .....	<b>1%</b>
11-15 .....	<b>8%</b>	51-60 .....	<b>1%</b>
16-20 .....	<b>10%</b>	61-70 .....	<b>1%</b>
21-25 .....	<b>7%</b>	71-80 .....	<b>1%</b>
26-30 .....	<b>7%</b>	81-90 .....	<b>0%</b>
31-35 .....	<b>1%</b>	91-100 .....	<b>1%</b>
36-40 .....	<b>3%</b>	More than 100 .....	<b>6%</b>

## Annual employee turnover rate



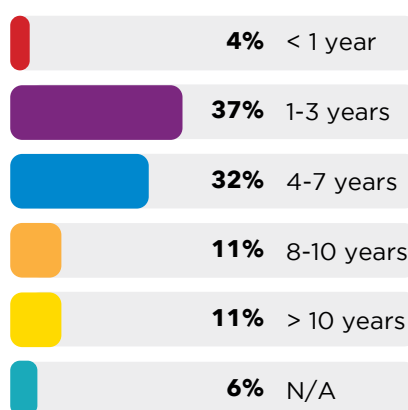
## Wages paid per hour by region



### Benefits offered

Vacation time	83%
Sick days	75%
Company uniform	75%
Paid holidays	74%
Health insurance	57%
Dental insurance	41%
Life insurance	31%
Maternity/Paternity leave	26%
Disability insurance	24%
Other	14%

### Employee tenure



### Formal training

