

Business Compare Report

The results in this report are based on multi-year surveys to business working in the same industry segment.

Industry Segment: Ceremony Officiator (JP, Officiant, Ordained, Pastor, Priest, etc.)

Color Codes



How Much Money You Want to Make

This section looks at your company's total income compared to how much you want to make. Total Income is the sum of all money received from the sale of products and services



Your total income from events is below your company's sales goal

Total Income From Events

This section looks at your company's total income from events compared to your industry segment. Total Income is the sum of all money received from the sale of products and services



Your total income from events is below the industry segment average

Total Income Per Event

This section looks at your company's total income per event compared to your industry segment.



Your total income from a single event exceeds the industry segment average

Net Income From Events

This section looks at your company's net income from events compared to your industry segment. Net income is a company's total earnings (or profit); net income is calculated by taking revenues and subtracting the costs of doing business such as depreciation, interest, taxes and other expenses.



Your net income from events is far below the industry segment average

Profit Margin From Events

This section looks at your company's profit margin (net income divided by total income) compared to your industry segment.

14.3%

YOUR PROFIT MARGIN

65.4%

INDUSTRY SEGMENT AVERAGE

Your profit margin from events is far below the industry segment average

Customers Met With Per Year

This section looks at how many customers your company meets with per year compared to your industry segment.

21 - 30

CUSTOMERS YOU MEET WITH

72

INDUSTRY SEGMENT AVERAGE

The number of customers you meet with per year is below the industry segment average

Events Served Per Year

This section looks at how many events your company serves per year compared to your industry segment.

10 - 20

EVENTS YOU SERVE

70

INDUSTRY SEGMENT AVERAGE

The number of events your company serves per year is far below the industry segment average

Conversion Rate

This section looks at your company's conversion rate (events served divided by customers met with)

58.8%

YOUR CONVERSION RATE

97.2%

INDUSTRY SEGMENT AVERAGE

Your conversion of customers met with to events served is below the industry segment average

Marketing

This section looks at how much your company spends on marketing compared to your industry segment.

Less than \$1,000

SPENT ON MARKETING

\$ 2,501

INDUSTRY SEGMENT AVERAGE

The amount your company spends on marketing is far below the industry segment average

Education

This section looks at how much your company spends for education, learning, and training compared to your industry segment.

\$1,001 - \$2,500

SPENT ON EDUCATION

\$ 951

INDUSTRY SEGMENT AVERAGE

The amount your company spends on education exceeds the industry segment average

Color Codes



Exceeds



Within



Below



Far Below



