



Accounting Basics for Home Performance Contractors:

Transforming Financial Statements into Management Tools

Audio/Video Recording with Presentation Slides

REGISTER NOW

Once registered, you will receive an e-mail with information on how to access post-event recordings and any other event material.

Qualifies for 1.5 BPI CEU
Originally presented March 2, 2010

Discover how to leverage information from financial statements to enhance the accountability and profitability of your business. This session focuses on those aspects of the financial statement that are key to profitable day-to-day management of a contracting firm. Skills and insights that you will gain include:

- Developing your Financial Statement
- Departmentalizing your Financial Statement
- Using your Financial Statement for Pricing
- Developing and using Job Costs
- Calculating Breakeven
- Understanding Financial Ratios
- Forecasting and Budgeting

Hear a candid assessment from the president, sales vice president, and bookkeeper of a family-owned contracting firm that is learning to use its financial statements to drive management decisions.

Bonus! All registrants will receive an MS Excel workbook with financial statement templates of an example residential home improvement contracting firm with \$1 million in annual sales that includes:

- Balance Sheet
- Break Even Worksheet
- Monthly Cash Flow Analysis Worksheet
- Sample Proforma

Who should attend? This web-based session is designed to be attended jointly by owners, senior management, accountant/bookkeeper staff, and other key employees with companies focused on Home Performance and other residential and small commercial remodeling, replacement and contracting services with annual sales of at least \$500,000. Plan to bring together all the key players around one computer screen and a speaker phone for one registration fee. Can't get everyone together at this date/time to participate? No problem, register anyway, participate live with those from your organization who can make it, and you will receive a video/audio recording link afterwards to share with others in your organization.

Welcoming Remarks: Dale Hoffmeyer, Team Leader, U.S. Environmental Protection Agency

Dale Hoffmeyer is the team leader for ENERGY STAR® Home Improvement. He has over 20 years of experience at the Environmental Protection Agency in areas including home energy benchmarking, home performance, and HVAC installation.

Presenter: John N. Garofalo, John N. Garofalo & Associates

John Garofalo has 30 years of industry and consulting experience. Starting out at Southern Bell in the early 1970s, John began his dual career focusing on marketing and leadership development, with stints in sales and sales management, as well as serving as an instructor and manager for their Executive Learning Center. Throughout his career, John has leveraged these experiences serving as marketing manager for Lennox Industries, as general manager for an HVAC service business in Mobile, Alabama, as Operations Manager of GroupMAC's Residential Group, and later as President for Encompass Residential Services. At Encompass, he was responsible for 35 acquired businesses generating \$350 million in annual revenue and \$35 million in free cash flow. John's innovative marketing programs focused attention on building sales in the coveted maintenance and replacement markets. Interspersed throughout this career, John has served the HVAC and other industries in a consulting and leadership development capacity, clocking over eight years in this rewarding arena.



Registration fees:

- FREE to BPI accredited contractors participating in the Northern Virginia Home Performance Program
- \$45 for all other BPI accredited or EGIA member contracting firms
- \$95 for others

Contractor Web Exchange fee includes unlimited access for anyone in your organization to presentation slides with an audio/video recording of the presenters and question-and-answer discussion. Full contact information for all presenter is provided so you may contact them directly to ask your own questions.

REGISTER NOW

This Contractor Web Exchange is co-hosted by the Building Performance Institute and Electric & Gas Industries Association in support of Home Performance with ENERGY STAR.