

# State of the Industry Survey: 2023

Thank you for participating in the C&R Magazine 2023 State of the Industry survey, powered by KnowHow. This survey helps us better understand the pain points, trends, and biggest opportunities in the restoration industry.

Your responses are anonymous and confidential.

The results of the 2023 State of the Industry Report will be published in November 2023. Make sure to follow C&R Magazine and KnowHow to be the first to receive the analysis.

## Basics

1. Company Location (City, Country)

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2. Is your company part of a franchise?

*Mark only one oval.*

Franchise

Independent

3. How much revenue do you predict your company will make in 2023?

*Mark only one oval.*

- 0 - \$500,000
- \$500,000 - \$1M
- \$1M - \$5M
- \$5M - \$10M
- \$10M - \$20M
- \$20M - \$50M
- \$50M - \$100M
- \$100M +

4. What will your head count be at the end of 2023?

*Mark only one oval.*

- 0 - 10
- 11 - 25
- 26 - 60
- 61 - 100
- 100 - 200
- 201 - 300
- 300 +

## Services

In this section, we'll explore the services you provide, and the source of your new jobs. On average, this section takes 1 minute to complete.

5. What % of your jobs in the last year have been sourced from third-party administrators (TPAs)?

*Mark only one oval.*

- None
- >10-20%
- 21-30%
- 31-40%
- 41-50%
- 50%+

6. What is your desired % of TPA work in 2024?

*Mark only one oval.*

- None
- >10%
- 10-20%
- 21-30%
- 31-40%
- 41-50%
- 50%+

7. What is your #1 service offering?

*Mark only one oval.*

- Water Damage
- Mold Remediation
- Fire Damage
- Contents
- Biohazard/Trauma
- Reconstruction/Remodeling
- Other: \_\_\_\_\_

8. Do you provide full service? Or mitigation only?

*Mark only one oval.*

- Full service
- Mitigation Only

9. What area do you cover?

*Mark only one oval.*

- Only the city our business resides in
- Our city and the surrounding area, but not our entire State
- Our entire State
- Multiple States, but not the entire country
- The entire country

10. What percentage of your work in 2023 in the last year has been Residential vs. Commercial work?

*Mark only one oval.*

- 0% Residential 100% Commercial
- 25% Residential 75% Commercial
- 50% Residential 50% Commercial
- 75% Residential 25% Commercial
- 100% Residential 0% Commercial

### **Technology**

In this section, we want to learn more about the different technology solutions you use in the restoration industry. On average this section takes 1 minute to complete.

11. What aspects of your company operations are you planning to enhance or streamline with technology in the next 12 months?

*Mark only one oval.*

- Field Service Delivery
- Administration & Finance
- Training
- Safety
- Sales
- Marketing
- Other: \_\_\_\_\_

12. What job management software does your company use?

*Mark only one oval.*

- DASH (Next Gear)
- Xcelerate
- PSA/Canam
- Albiware
- iRestore
- Restoration Manager
- Capabuild
- Other: \_\_\_\_\_



13. What photo documentation software does your company use?

*Mark only one oval.*

- CompanyCam
- Docusketch
- Encircle
- Matterport
- magicplan
- iGuide
- Other: \_\_\_\_\_

14. What is your company's biggest challenge when it comes to technology and software?

*Mark only one oval.*

- Adoption
- Training
- Functionality
- Volume of software tools required to get the job done
- Other: \_\_\_\_\_

15. Considering all the software tools your company uses, from your perspective which one(s) offers the best Return on Investment? Why?

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16. How would you describe your perspective on the impact of artificial intelligence on the Industry?

*Mark only one oval.*

- I am embracing it
- I am open to it
- I am concerned about it
- I do not support it at all
- Other: \_\_\_\_\_

### **Equipment and Products**

In this section, we'll dive deeper into the different equipment and products your team uses. On average this section takes less than 1 min to complete.

17. Where do you purchase most of your equipment?

*Mark only one oval.*

- Home Depot
- Lowe's
- Jon Don
- Aramsco
- Abatix
- Amazon
- Other: \_\_\_\_\_

18. Do you use any type of remote monitoring technology on your drying equipment?

*Mark only one oval.*

- Yes
- No

## 19. Rank by order of importance: How do you choose disinfectants and cleaners for your company?

Mark only one oval per row.

	Efficacy	Price	Ease of Use	Chemical Makeup/Footprint	Other
<b>1st</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>2nd</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>3rd</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>4th</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>5th</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Hiring

In this section, we want to learn more about your hiring practices, and typical tenure of technicians and managers. On average, this section takes 2 minutes to complete.

20. What is the starting wage for entry-level technicians?

*Mark only one oval.*

- <\$15/hour
- \$15-19/hour
- \$20-25/hour
- \$26-30/hour
- \$31+/hour

21. What is your average technician tenure?

*Mark only one oval.*

- >1 year
- 1 - 2 years
- 3 - 6 years
- 6 - 10 years
- 10+ years

22. What is the average starting wage for a Supervisor or Mid-Level Manager at your company?

*Mark only one oval.*

- \$20-\$25/hr
- \$26-\$29/hr
- \$30-34/hr
- \$35-39/hr
- \$40-\$44/hr
- \$45-49/hr
- Other: \_\_\_\_\_

23. What is your average supervisor/manager tenure?

*Mark only one oval.*

- <1 year
- 1 - 2 years
- 3 - 6 years
- 6 - 10 years
- 10+ years

24. Do you offer supervisors and managers variable compensation in addition to hourly or salary?

*Mark only one oval.*

Yes

No

Other: \_\_\_\_\_

25. What is your #1 source for finding new technicians?

*Mark only one oval.*

Employee Referrals

Job Fairs

Online Postings

Other: \_\_\_\_\_

26. What is your #1 source for finding supervisors or mid-level managers?

*Mark only one oval.*

- Employee Referrals
- Online Postings
- Internal Promotion
- Recruiting Firms (Headhunters)
- Other: \_\_\_\_\_

27. What is the most unique employment perk or benefit your company offers?

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28. What is your company's current method of training new hires?

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## Getting Paid

In this section, we want to explore your experience collecting payments, and the estimation programs you use. On average, this section takes 2 min to complete

29. How long does it take your company to collect payment, in full, after a job is complete?

*Mark only one oval.*

< 15 days

16 - 30 days

31 - 45 days

46 - 60 days

61+ days

30. What platform/method do you use to create estimates?

*Mark only one oval.*

- Xactimate
- Claims Connect
- T & M Pro
- Quickbooks
- Excel
- Other: \_\_\_\_\_

31. Are you submitting pricing feedback, and if so, are you getting results?

*Mark only one oval.*

- Submitting and getting results
- Submitting, but NOT getting results
- Not Submitting

32. What are some examples of avoidable things that commonly eat your profit margin?

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### Industry Trends

We want to learn about your organization's projected growth over the next 12 months, and the obstacles you are planning to address. On average, this section takes 3 min to complete.

33. How do you anticipate the size of your workforce to change over the next 12 months?

*Mark only one oval.*

- Increase
- Stay the Same
- Decrease

34. Where are you planning to reduce investment in your business in the next 12 months?

*Mark only one oval.*

- Technology
- Equipment Purchase
- Equipment Rental
- Office & Facilities
- Inventory
- Workforce
- Other: \_\_\_\_\_

35. What is one emerging trend in the industry that you believe will have a significant impact on the industry?

\_\_\_\_\_

36. What do you anticipate your revenue being in 2024?

*Mark only one oval.*

- 0 - \$500,000
- \$500,000 - \$1M
- \$1M - \$5M
- \$5M - \$10M
- \$10M - \$20M
- \$20M - \$50M
- \$50M - \$100M
- \$100M+

37. Which specific roles are you planning to hire for within the next 12 months?

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38. What is the biggest factor limiting your company's growth going into the next year?

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39. What are some aspects of the industry that you think are dying and need to transition out?

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40. What do you find as the biggest challenge for YOUR restoration company?

*Mark only one oval.*

- Industry Consolidation
- Getting paid for work
- Hiring
- Retention
- Keeping up with technology
- Other: \_\_\_\_\_

### Mergers and Acquisitions

In this section, we want to discover more about that state of mergers and acquisitions across the industry, and how this movement has impacted your business. On average, this section takes less than 1 min to complete.

41. Has your company been approached by a potential buyer in the last 24 months?

*Mark only one oval.*

Yes

No

42. If you were acquired, how has your business revenue been impacted?

*Mark only one oval.*

Increase

Stayed the same

Decreased

43. If you have NOT been acquired, how have the acquisitions in your market affected your revenue?

*Mark only one oval.*

Increased

Stayed the same

Decrease

No acquisitions in our market

**Other**

44. Are you a member of the Restoration Industry Association?

*Mark only one oval.*

Yes

No

45. Which consulting firm, if any, have you used in the last 24 months?

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46. When comparing the cost of consulting services to the ROI you experienced, how much value have they brought to your organization?

*Mark only one oval.*

Positive - more than the cost of service

Neutral - the same as cost of service

Negative - less than the cost of service



47. What has your company done to handle rising inflation?

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