

HCAOA 2013 Profit & Loss - Rev Range	\$2MM +	\$1M - 1.99	\$500k - 999K	\$0 - 499K
Median Revenue	\$ 3,082,182	\$ 1,473,957	\$ 752,517	\$ 260,649
Direct Care Expenses				
Caregiver Wages	52.8%	53.4%	53.1%	52.0%
Workers' Comp	1.8%	1.9%	1.7%	1.8%
Caregiver Benefits (Health, 401k)	0.1%	0.0%	0.0%	0.0%
Caregiver Payroll Burdens	5.6%	5.9%	5.5%	6.1%
Other Direct Care Expenses	0.7%	0.6%	0.8%	0.8%
Total Direct Care Expenses	61.0%	61.9%	61.1%	60.7%
Gross Profit Margin	39.0%	38.1%	38.9%	39.3%
Indirect Care Expenses				
Advertising	0.5%	0.8%	1.3%	1.8%
Networking-Events	0.2%	0.2%	0.2%	0.4%
Sales Rep Salaries + Bonus	1.0%	0.0%	0.0%	0.0%
Other Marketing Expenses	0.1%	0.1%	0.0%	0.0%
Total Marketing Expenses	1.8%	1.1%	1.5%	2.1%
Rent, Maintenance & Utilities	1.4%	1.6%	1.8%	2.9%
Office Support Wages	9.2%	7.3%	8.0%	6.2%
Executive Team (Non Owner)	1.8%	2.3%	0.0%	0.0%
Scheduling Software	0.2%	0.3%	0.3%	0.5%
Traveling Expenses	0.3%	0.2%	0.2%	6.0%
Other Operating Expenses	3.5%	1.8%	0.9%	1.0%
Total Indirect Care Expenses	18.10%	14.60%	12.70%	13.40%
Estimated Net Ordinary Income	20.8%	23.5%	26.3%	26.1%