

HCAOA 2013 Profit & Loss - Regional	Northeast	Great Lakes	Southern	Central	Pacific
Median Revenue	\$ 1,600,000	\$ 1,066,963	\$ 1,170,000	\$ 1,165,733	\$ 1,706,414
Direct Care Expenses					
Caregiver Wages	53.0%	53.4%	54.2%	52.4%	52.6%
Workers' Comp	1.9%	1.7%	1.5%	1.6%	3.7%
Caregiver Benefits (Health, 401k)	0.0%	0.0%	0.0%	0.0%	0.1%
Caregiver Payroll Burdens	6.0%	5.9%	5.3%	5.5%	5.6%
Other Direct Care Expenses	0.5%	0.9%	0.6%	0.8%	0.7%
Total Direct Care Expenses	61.5%	61.9%	61.7%	60.5%	62.7%
Gross Profit Margin	38.5%	38.1%	38.3%	39.6%	37.3%
Indirect Care Expenses					
Advertising	0.7%	1%	1%	1%	1%
Networking-Events	0.1%	0%	0%	0%	0%
Sales Rep Salaries + Bonus	0.0%	1%	0%	1%	0%
Other Marketing Expenses	0.1%	0%	0%	0%	0%
Total Marketing Expenses	0.9%	1.6%	1.0%	1.8%	1.6%
Rent, Maintenance & Utilities	1.6%	2.0%	1.7%	1.5%	1.7%
Office Support Wages	7.3%	8.1%	7.4%	9.2%	7.5%
Executive Team (Non Owner)	0.0%	0.0%	0.0%	0.9%	0.0%
Scheduling Software	0.3%	0.3%	0.3%	0.4%	0.3%
Traveling Expenses	0.3%	0.2%	0.2%	0.3%	0.3%
Other Operating Expenses	1.3%	1.8%	1.8%	3.7%	2.1%
Total Indirect Care Expenses	11.60%	13.90%	12.50%	17.60%	13.40%
Estimated Net Ordinary Income	26.9%	24.2%	25.8%	22.0%	23.9%