

Custom Home Builder Business Health Scorecard

Eight questions about how you price, cost, and market your custom home business. One honest score, and the three things to fix first.

FREE TOOL

CUSTOM HOME BUILDER

PRINT OR FILL ON SCREEN

BUILT BY FERVOR STUDIO

HOW TO SCORE IT

8 checks, one honest number

Score each check from 0 to 13. Give the full 13 when it is clearly true, a zero when it is not, and something in between when it is close. Add the eight scores together. The closer your total runs to 100, the healthier the business, and the band below reads your number so you can fix your lowest-scoring area first.

YOUR SCORECARD

Score each check out of 13

Q1 You price every job to a target margin rather than by gut or by matching a competitor.

Q2 You know your true cost per billable hour, with payroll burden and non-billable time already in it.

Q3 You track gross margin on jobs, so you can see which work makes money and which does not.

Q4 You forecast cash flow far enough ahead to see a slow month before it arrives.

Q5 You track where leads come from and what each channel costs you per booked job.

Q6 You review a short set of business numbers on a regular schedule, not once a year at tax time.

Q7 You have some recurring or repeat revenue, so the month does not start at zero every time.

Q8 You have raised your prices in the last twelve months to keep pace with your costs.

Your total out of 100

WHAT YOUR SCORE MEANS

Read your band

- | | |
|-----------------------------------|---|
| 90 to 100 · A · Honors | The business earns trust on its own. Keep the discipline that got you here. |
| 80 to 89 · B · Passing | Solid work, but you are leaving points, and money, on the table. |
| 70 to 79 · C · Conditional | You passed, barely. A few gaps are quietly costing you jobs. |
| 60 to 69 · D · Probation | The fundamentals need attention before growth is safe. |
| 0 to 59 · F · Condemned | Start with the lowest-scoring area first. That is where the return is. |

Bands use American school grading. An A does not start until 90, so most sites and most books land in the B to D range, which is exactly where the fixable money is.

FREE FOR QUALIFYING CONTRACTORS

Want the same read on your own website?

The Site Inspection scores your contractor site on 100 points and shows you, with evidence, where ready-to-book homeowners slip through before they ever call. You get a Fervor Grade, a ranked fix list, and a dollar estimate on every finding.

[Book your Site Inspection](#)

fervorstudio.ca/site-inspection