

THE WOODLAND CLARITY CHECK-IN

6 numbers every builder should know — and what
they're really telling you.



WOODLAND BUSINESS SOLUTIONS

EVERY BUILDER HAS FINANCIAL DATA. VERY FEW HAVE FINANCIAL DIRECTION



This isn't a quiz, and there's no score at the end.
It's six questions worth sitting with honestly.
Where you hesitate is where to look first.



THE 6 NUMBERS YOU MUST KNOW

01 — JOB-LEVEL GROSS MARGIN

WHAT IT TELLS YOU

Whether your jobs are actually producing enough gross profit to support the company built around them — not just covering their own materials, labour and subcontractors.

QUICK CHECK

Do you know the gross margin on your last three completed jobs individually — not just your company-wide average?

02 — ESTIMATED VS. ACTUAL

WHAT IT TELLS YOU

Whether your estimates hold up once a job becomes real — and where your costs tend to drift.

QUICK CHECK

On a job underway right now, could you say how your actual costs compare to what you budgeted — today, not after the job is finished?

03 — OVERHEAD ABSORPTION

WHAT IT TELLS YOU

Whether the gross profit your jobs generate is actually enough to support the cost of running the company — and still leave room for profit.

QUICK CHECK

Is the gross profit your jobs are producing enough to cover the company behind them — with something left over?

04 — WORK IN PROGRESS (WIP)

WHAT IT TELLS YOU

How your active jobs are sitting financially while the work is still underway — so you aren't waiting until a project is finished to discover a problem.

Depending on how your business bills and recognizes revenue, this can include understanding whether your jobs are currently overbilled or underbilled relative to the work completed.

QUICK CHECK

Could you look at your active jobs today and confidently explain where each one stands financially?

05 — CASH TIMING — DRAWS & RETAINAGE

WHAT IT TELLS YOU

Whether cash is arriving in step with the work you're completing — or quietly lagging behind it. Profit on paper doesn't necessarily mean cash in the bank.

QUICK CHECK

Do you know what is currently owed to you on active jobs — including retainage — and when you expect that cash to arrive?

06 — TRUE MONTHLY OVERHEAD

WHAT IT TELLS YOU

The real monthly cost of running the company before you've made a dollar of profit — separate from the direct costs of completing your jobs.

QUICK CHECK

Could you say what it costs to operate your company for an average month without opening a report to check?





YOUR NEXT MOVE

Go back through the six questions.

Where did you hesitate?

Those are the areas worth looking at first.

Before creating another spreadsheet or adding another system, find out what information you already have and where it lives.

Most of what you need may already be sitting inside the software you're already using.

The Woodland Clarity Check-In helps identify the questions. If you want to understand why those gaps exist — and what they mean for your business — that's where the Builder Financial Assessment goes deeper into your actual numbers, jobs and systems.

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WOODLAND BUSINESS SOLUTIONS
Financial direction for builders who've outgrown guesswork.