SAMPLE REPORT A fictional supplier with illustrative figures, to show what a Lost Money Audit delivers. No real company or customer data.

BuildMapper

LOST MONEY AUDIT

Riverbend Building Supply
Audit report

What you lost this year from customers you already have, and the new jobs in your area nobody called.

TRADE AREA	PERIOD	LINES YOU SELL	DELIVERED
Abbotsford, Chilliwack, Mission, Langley	Nov 1, 2025 – Oct 31, 2026	Lumber, trusses, windows & doors, siding	Nov 14, 2026 · Report v1

SUMMARY

You are losing about $900K a year from customers you already have.

ACCOUNTS GONE QUIET
14
They spent $600K less with you than the year before

MISSED UPSELLS
71
Jobs where you sold one line and someone else sold the rest

QUOTES WITH NO FOLLOW-UP
63
Quotes nobody called back about. The jobs got built

UNTOUCHED JOBS
645
New jobs in your area nobody called

LEAK	WHAT WE FOUND	WHAT YOU COULD WIN IN A YEAR
FROM CUSTOMERS YOU ALREADY HAVE		
1 · Accounts gone quiet	14 accounts cut their spend by $600K Win back half of it	**$300K**
2 · Missed upsells	71 jobs where you sold only one line Sell the missing lines on one job in five	**$300K**
3 · Quotes with no follow-up	63 quotes, $2.1M, never followed up Win one in seven of them	**$300K**
Subtotal		**$900K**
NEW BUSINESS		
4 · Untouched jobs	645 new jobs nobody called Win one in sixteen	**$1.3M**

Every figure is from your own invoices, quotes and prices. Each leak's page shows how its figure is worked out.

188 of these jobs can still be won. They have not reached framing or lock-up yet. They are the first tab of the Excel file.

LEAK 1 OF 4

Accounts gone quiet

Your customers started building. Nobody told you.

14 accounts

$600K less spend with you than the year before

What we saw

- These 14 bought $910K from you the year before and $310K this year
- They started 33 jobs this year. None of those sites got an invoice from you
- 9 of the 14 still buy small items at the counter. They have not left, but their job orders go elsewhere

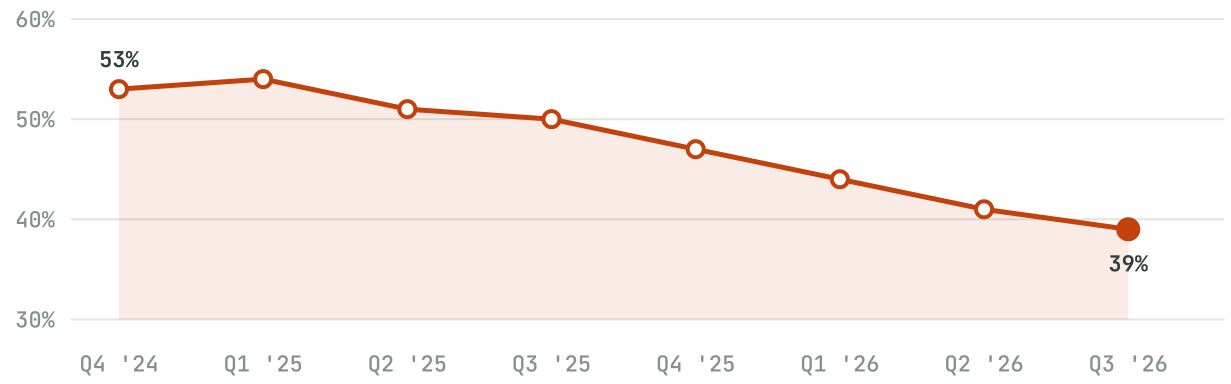
What it means for you

- These builders already know you, your prices and your delivery. They are easier to win back than a new customer is to win
- Win back half of what they cut and that's $300K a year
- Each one has open jobs right now, so you have a reason to call today

ACCOUNT	REP	JOBS STARTED	JOBS YOU SUPPLIED	LAST JOB INVOICE	YEAR BEFORE	THIS YEAR
Fernhill Homes Ltd.	Dave M.	6	0	Mar 18, 2026	$184K	**$41K**
Bluestone Contracting	Kyle B.	4	0	Jan 9, 2026	$126K	**$12K**
Harbourview Custom Homes	Monique T.	4	0	May 2, 2026	$121K	**$38K**
Maplewood Living Inc.	Dave M.	3	0	Dec 11, 2025	$96K	**$0**
Coldwater Homes	Jas G.	3	0	Jun 20, 2026	$88K	**$24K**

Top 5 of 14 by drop in spend. Full list: tab "1 Quiet accounts", with each open job.

The same trend across your top 40 accounts: share of their jobs that you supplied, by quarter



Your top 40 accounts started 9% more jobs this year, and you were on fewer of them. The list by account is tab "1" too.

FIX A visit from the owner or sales manager, not the rep, to the top 5 this month. Ask what changed. Bring their open jobs.

LEAK 2 OF 4

Missed upsells

71 jobs

60% of the jobs you supplied got one line from you

You sold the lumber. Someone else sold the windows.

What we saw

- On the 96 jobs where you supplied lumber, you also supplied windows & doors on 21%, trusses on 38%, siding on 13%
- Your best-served quarter of accounts buys 2.4 of your lines per job. The rest buy 1.3
- When you do sell the line, it averages: windows & doors $12.5K, trusses $8.6K, siding $6.4K a job

What it means for you

- These builders already buy from you. There is no new customer to find
- The missing lines average $22K a job. Sell them on one job in five and that's about $300K a year
- 19 of these jobs are still before lock-up, so windows and siding are still to be bought

BUILDER · SITE	YOU SUPPLIED	YOU DIDN'T	WORTH TO YOU
Redcedar Construction Townhomes, 31540 Juniper Ln, Abbotsford	Lumber, Trusses	Windows & doors, Siding	**$52.4K**
Ashgrove Homes Single family, 6721 Larch Ct, Mission	Windows & doors	Lumber, Trusses	**$36.0K**
Stonebridge Builders Single family, 46102 Thornhill Rd, Chilliwack	Lumber	Windows & doors, Trusses, Siding	**$27.5K**
Pinecrest Developments Single family, 3398 Quarry Way, Abbotsford	Lumber, Trusses	Windows & doors, Siding	**$18.9K**
Northgate Framing Single family, 20455 Osprey Dr, Langley	Lumber	Windows & doors Framer only: ask the GC	**$12.5K**

Top 5 of 71. "Worth to you" is your own average sale of the missing lines. Full list: tab "2 Upsells".

FIX When a lumber order lands, the rep asks about windows and trusses that week. Start with the 19 jobs still before lock-up.

LEAK 3 OF 4

Quotes with no follow-up

You quoted it. Nobody followed up. The job got built anyway.

63 quotes
$2.1M quoted, never followed up

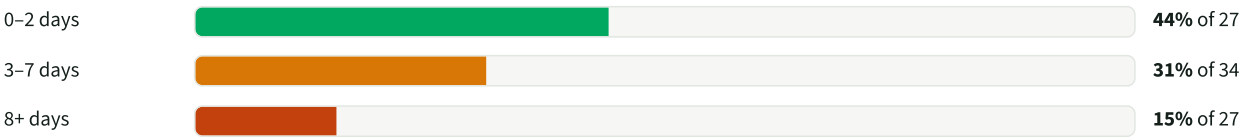
What we saw

- You sent 156 quotes on these jobs and won 52. Losing some is normal. Of the 104 you didn't win, 63 never got a follow-up call
- Quotes followed up twice were won 48% of the time. Quotes with no follow-up: 24%
- Half your quotes took 5 days or more to go out. The slow ones won least

What it means for you

- The builder already asked you for a price. A follow-up call is the simplest fix in this report
- Win one in seven of the quotes nobody followed up and that's about $300K a year
- 17 of these jobs are still before framing and can be reopened now

Quotes won, by how fast they went out



The 88 quotes where the date the plans came in was recorded. Scale: 0 to 100% of quotes won.

QUOTE	BUILDER	SENT	QUOTED	DAYS TO QUOTE	JOB NOW
Q-24817	**Larkspur Developments**	Mar 4	**$148,200**	9	Framing
Q-25102	**Ridgeview Pacific Homes**	Apr 22	**$96,450**	4	Lock-up
Q-25390	**Tamarack Ridge Homes**	Jun 9	**$61,900**	11	Framing
Q-25544	**Westbrook Family Homes**	Jul 2	**$54,300**	6	Framing
Q-25811	**Silverthorn Homes**	Aug 14	**$47,750**	3	Foundation

Top 5 of 63 by quoted value. Values are your own quote totals. Full list: tab "3 Quotes".

FIX Every quote gets a call at day 3 and day 10. Two days to quote a house, five for multi-unit. Reopen the 17 still before framing now.

LEAK 4 OF 4 · NEW BUSINESS

Untouched jobs

645 jobs

Win one in sixteen and that's about $1.3M a year

New jobs in your area that nobody called. These were never your customers, so this is new business, not lost sales.

EVERY JOB IN YOUR AREA THIS YEAR THAT FITS WHAT YOU SELL: 940



- **118 you supplied** — 52 from a quote, 66 ordered by regular accounts
- **177 quoted or called, not won** — Leak 3 covers the quotes
- **645 nobody called** — No call, quote, invoice or note on file

What we saw

- 302 single family, 88 townhome buildings, 14 lowrise, 241 renos and additions
- 412 come from builders who have never bought from you
- The rest are builders you know, on jobs nobody asked them about

What it means for you

- You won't win most of these, and you don't need to. One in sixteen is 40 jobs, about $1.3M a year at your average sale
- 152 are still before framing. They can still be won
- Called within a week of a job starting, you reach the builder before the package is bought

BUILDER	SITE	TYPE	STARTED	BUILD VALUE	STAGE NOW	WORTH TO YOU
Elkview Builders	8942 Coldbrook Ave, Chilliwack	Lowrise, 24 units	Jul 15	$7.8M	Excavation	**$192K**
Larkspur Developments	45318 Fernway Dr, Chilliwack	Townhomes, 6	Aug 28	$2.9M	Not started	**$78K**
Tamarack Ridge Homes	33612 Hazelwood Cres, Abbotsford	Single family	Sep 12	$812K	Excavation	**$44K**
Silverthorn Homes	2187 Oriole Rd, Abbotsford	Single family	Sep 30	$740K	Foundation	**$40K**
Kettle Creek Construction	7255 Birchview Pl, Mission	Single family	Oct 3	$690K	Not started	**$37K**

5 of the 152 still before framing, biggest first. "Worth to you" is your own average sale on a job of that type. Full list: tab "4 New jobs", with builder contacts where we have them.

FIX Call the 152 jobs still before framing over the next month, biggest first. Then make it weekly: every new job gets a first call within 7 days.

WHAT TO DO FIRST

Four things to do in the next 30 days.

1 **Visit the top 5 quiet accounts**
They cut $500K a year between them. Find out why, and bring their open jobs.
Owner or sales manager
Weeks 1–4

2 **Call back the 17 quotes with no follow-up that are still before framing**
The builder already asked you for a price. The job hasn't bought its package yet.
Whoever quoted it
Week 1

3 **Ask about the missing lines on 19 jobs before lock-up**
Windows, trusses and siding on jobs where you already sold the lumber.
Account reps
Weeks 1–2

4 **Call the 152 new jobs still before framing**
Biggest first, about 30 per rep. Then make it weekly.
Outside reps
Weeks 2–4

IN THE EXCEL FILE

Tab 0
Jobs you can still win: 188

Tab 1
Quiet accounts: 14, and your top 40

Tab 2
Upsells: 71 jobs

Tab 3
Quotes: 63

Tab 4
New jobs: 645

WHAT HAPPENS NEXT

We go through this report with you on a call.

What you do next is up to you. Your team can work these lists in BuildMapper. Or we can make the calls for you: that service is Salespark, and it runs for 90 days.