

# END OF YEAR AUDIT Checklist



## 1. REVENUE AND PROFIT

- Calculate your revenue, expense, and profit numbers for the year.
- Are you profitable?
- Are your revenue numbers trending positive or negative?
- Build a revenue model to forecast the future - one year and five years out.
- Are your revenue numbers trending positive or negative?

## 2. EMPLOYEES/TEAM

- How is your team performing?
- Conduct end-of-year reviews with every employee
- Gather feedback from your employees about their happiness.
- What are your employee retention and turnover rates?
- How is team morale?

## 3. CUSTOMER EXPERIENCE

- What is the perceived quality of your work?
- How do they rate your professionalism?
- How frequently do you communicate?
- Do your prices reflect the value of your services? How would you rate our prices in terms of the value you get from our services?
- How do they rate your transparency?

## 4. MARKETING SUCCESS

- How do you measure the success of your marketing efforts?
- List every marketing tactic you tried this year.
- Compare the cost of investment and the return from each marketing channel.

- Pinpoint where marketing has been unsuccessful and potential opportunities for better performance.
- List your potential marketing channels for next year.

## 5. BUSINESS EXPENSES

- Do you have all of your business expenses recorded and organized?
- Are you prepared to file taxes at the beginning of next year?
- Review your expenses in terms of their return. Pinpoint areas where you will cut back or expand your spend for next year.
- Build a budget for next year.

## 6. TECHNOLOGY INVESTMENTS

- Review technology investments and if they are paying off.
- Consider new technologies you want to invest in for next year. Will they make you more efficient, professional, and/or make you more money?
- Try out new software for free with free trials.

## 7. PERSONAL EDUCATION AND GROWTH

- How are you investing in your personal growth?
- Review your contacts and network of fellow auto detailing business owners
- Rate your level of industry knowledge and trends
- Did you attend any relevant events or are you a member of any relevant associations?

## 8. NEXT YEAR'S GOALS

- Set new goals based on what you learned from this past year!