



# Revenue Intelligence Brief

April 2026 | Ridgeline Home Improvement  
Outdoor Living Division

## KEY FINDING

The cost structure is masking a \$170K-\$215K/month retained revenue leak. Three trends consume the \$3.45M surplus in one quarter if unaddressed.

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## AT A GLANCE

**\$25.45M**

Annualized pace  
vs \$22M anchor

**+\$3.45M**

Surplus available  
to act with now

**\$2.82M**

Recoverable from  
rep variance

Surplus runway: 18 months at the midpoint bleed rate, 5 at the compound rate.

## PREPARED FOR

**Ridgeline Home Improvement | Outdoor Living Division**

Sample report. Illustrative figures calibrated to \$22M anchor.

Derwin Lucas | Verisyn HQ

OPERATING INTELLIGENCE MEMO · SITUATION / COMPLICATION / RESOLUTION

# Above target on every headline metric. Losing \$170K–\$215K of retained revenue each month to three trends.

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## SITUATION

Annualized pace \$25.45M. Surplus \$3.45M above the \$22M anchor. CPL, CPID, CPS-adj, and Mktg % Rev all within or improving toward implied targets. Eleven of thirteen KPIs trending favorable on 90 days. The headline read is favorable.

## COMPLICATION

Retained revenue is diverging from booked. Three trends erode it at \$170K–\$215K/month: deck ticket compression (\$107K/mo, accelerating from –\$600 to –\$1,100 month-over-month since January), pre-contract dropout ceiling breached at 4.2% (\$60–\$75K/mo in retained revenue divergence), and rep-level variance (\$2.82M annualized recoverable gap between bottom and benchmark reps). At the midpoint deterioration rate, the \$3.45M surplus is consumed in 18 months. At the compound rate, 5 months.

## RESOLUTION

Three actions arrest all three trends within this period. Deck proposal packaging review recovers \$1,700 of compression in 60 days, returning +\$53K/month of retained revenue. A root-cause pass on pre-contract dropout reads the 30-day backlog by reason code before any fix is applied. Taylor and Turner enter coaching with a hard review on June 2 against a three-outcome framework. Each action is owned, dated, and listed on the following page.

## Decisions required this period

	Decision	Authorization	By
D1	Personnel framework	Three-outcome framework. Sales Mgr executes without re-approval.	Fri May 9
D2	Deck pricing	Authorize proposal changes from packaging review.	Mon May 12
D3	Pinterest capital	\$9K / 90-day pilot. Activation blocked pending approval.	Mid-May

OPERATING INTELLIGENCE MEMO · IMMEDIATE ACTIONS

# Immediate actions | This week

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Six actions, each with an owner and a date. Photographable as one image. Every action sequenced to arrest one of the three deteriorating trends or to set up the channel reallocation that closes the lead gap.

By	Action	Owner
Thu May 8	Execute Houzz 30% cut, reallocate to LSA / Non-Brand	Mktg Dir
Fri May 9	Dropout root-cause pass. Tag 30-day backlog by reason code	Sales + Mktg
Fri May 9	Approve three-outcome personnel framework	CEO
Mon May 12	Authorize deck proposal packaging changes	CEO
Mon May 12	Begin Taylor / Turner coaching, Week 1 leading indicators	Sales Mgr
Mid-May	Approve Pinterest pilot budget (\$9K / 90 days)	CEO

Six actions, three trends arrested, one channel play activated. Every action has an owner and a date before it begins. The week's work is on this page.

SAMPLE

STATE OF THE BUSINESS

# Eleven of thirteen KPIs are improving, but three are deteriorating in ways the headline numbers do not show.

April 2026 | Key metrics and prior period action closure

**\$25.45M**

Annualized pace  
+\$1.35M vs March

**+\$3.45M**

Surplus vs \$22M anchor  
+\$0.2M vs March

**18 mo**

Surplus runway  
at midpoint bleed rate

**80%**

Prior period  
action closure (4 of 5)

## Key metrics | April vs March

Metric	April	March	\$22M Implied	Status
Leads / Month	750	700	857	Watch
Issued Demos / Month	140	124	160	Watch
Set Rate	22.4%	21.2%	22.4%+	Watch
Close Rate	21.2%	30.7%	31.2%+	Watch
Cancel Rate	6.1%	6.5%	Under 8%	Strong
Pre-Contract Dropout	4.2%	2.9%	Under 4%	Breached
CPID	\$1,127	\$1,284	Under \$967	Watch
CPL Blended	\$214	\$221	\$181 implied	Watch
Mktg % Revenue	9.2%	10.1%	8-12%	On Target

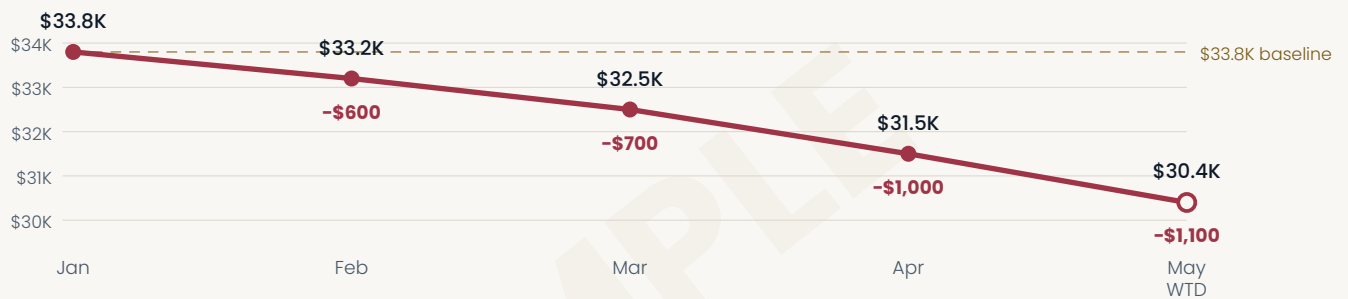
Status taxonomy: Strong (better than target). On Target (at target). Watch (trending or at threshold, one weak period from breach). Breached (over the ceiling).

THREE DETERIORATING TRENDS · 01 OF 02

# Deck ticket compression is accelerating and will cost \$1.29M annualized if the structural cause is not addressed.

Trend 01 of 02 | \$107K/month | Action: Sales Mgr by May 9

Average deck ticket fell from \$33.8K in January to \$30.4K in May. The acceleration pattern (-\$600, -\$700, -\$1,000, -\$1,100) confirms structural cause, not seasonal.



## Recovery math

The recovery path continues in the full brief. What is reclaimable, in what timeframe, at what packaging cost.

Available at [verisynhq.com/brief](https://verisynhq.com/brief).

Decks carry 52% of mix at ~31 contracts/month. Every \$1,000 of compression = \$31,000/month. \$3,400 of compression = \$107,114/month, \$1,285,336 annualized. May figure is month-to-date through May 8 (hollow marker on chart); directional, not final.