

## Installers Optimistic About the Future

Written by Marco Attard  
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CEDIA releases its 2011 Benchmarking Survey results, saying companies hope for the best this year as opportunities should grow throughout 2011.



The survey evaluates the state of CEDIA members' 2010, as well as their expectations for the year.

Respondents report 2010 gross revenue grows by 13% Y-o-Y, with average profit margin growth of 4.1% (from 2009's 3.5%).

An installer in 2010 took on an average of 41 projects, with an average project size of \$32000.

Remodelling and retrofitting work remains to be a leading source of revenue (making up 63% of gross revenue), while systems integration and control projects are 2010's most profitable product category.

Home theatres and media rooms remain 2010's largest category, but are also dropping

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significantly, making up only 17% of 2010's gross revenue (from 2009's 24%).

As a snapshot of companies' performance data, CEDIA says its survey "gives ESCs the ability to compare themselves to industry averages and high performance metrics, allowing them to identify their company's strengths and improve upon weaknesses to accomplish greater profitability."

Go [CEDIA 2011 Benchmarking Survey Report](#)