

Customer Acquisition Cost & LTV

Home & Repair Services

Document type: Financial model / analysis · Generated 15 Oct 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Computes customer acquisition cost (CAC) and lifetime value (LTV) from discrete inputs — marketing/commission spend per new customer vs repeat jobs, AMC and referrals over time — so you know how much to spend to acquire and why repeat matters. Use it to guide marketing spend. For retention use the Customer Database & Retention System.

Purpose of this tool & output

Know what a customer costs and is worth

How the output is used

Use it to know what a customer costs and is worth — CAC and LTV that tell you if your marketing spend is profitable.

Who should vet it

Your finance or marketing lead, to confirm the acquisition-cost and repeat-value inputs behind CAC and LTV.

Important cautions

A first job may barely cover its acquisition cost; the money is in repeat, AMC and referrals — so retention is what makes acquisition (and even paying aggregator commission on the first job) worthwhile. Track LTV, not just first-job profit.

Companion documents

- Job Costing & Profitability
- Business P&L Modeller
- Break-Even Analysis
- Technician Unit Economics
- Working Capital & Cash Flow
- Pricing Optimization

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