

Hotel Door Revenue Calculator

Adjust parameters to model revenue projections for CMF Doors' hospitality door supply, installation, and service business.

INPUT PARAMETERS

Hotels Targeted: hotels

Avg. Doors per Hotel: doors

Avg. Door + Frame Price:

Installation Revenue per Door:

Annual Service Contract Value:

Win Rate (Proposals to Contracts): %

DOOR SUPPLY REVENUE

\$2,080,000

Per project cycle

INSTALLATION REVENUE

\$592,000

In-house labour

ANNUAL SERVICE CONTRACTS

\$68,000

Recurring revenue

REVENUE PER HOTEL WON

\$342,500

All-in project value

ANNUAL TOTAL REVENUE

\$2,740,000

Supply + install + service

TOTAL ADDRESSABLE MARKET

\$8,562,500

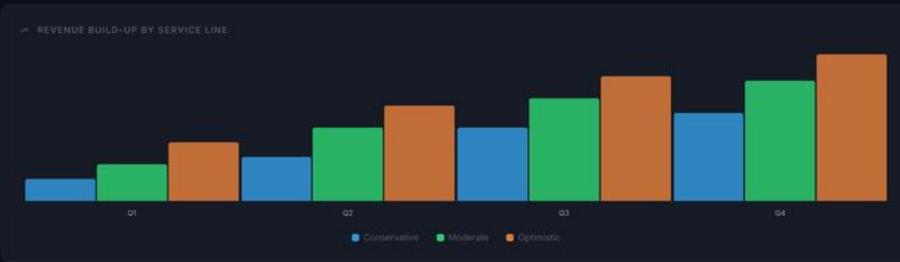
At 100% win rate across all targeted hotels

Revenue Scenarios

Pre-calculated projections based on CMF Doors' Niagara market position and expansion capacity.

Scenario	Annual Total Revenue
CONSERVATIVE 10 hotel projects - 350 doors avg - \$600 per door - \$6,000 service contracts	\$1.48M
MODERATE 25 hotel projects - 400 doors avg - \$650 per door - \$8,500 service contracts	\$4.18M
OPTIMISTIC 50 hotel projects - 450 doors avg - \$750 per door - \$12,000 service contracts	\$9.85M

Scenario	Q1 — Door Supply	Q2 — Door Supply	Installation (Annual)	Service Contracts (Annual)	Locksmith & AAADM	ANNUAL TOTAL
Conservative	\$525,000	\$525,000	\$367,500	\$60,000	\$45,000	\$1,482,500
Moderate	\$1,625,000	\$1,625,000	\$1,850,000	\$212,500	\$125,000	\$4,182,500
Optimistic	\$4,218,750	\$4,218,750	\$4,182,500	\$600,000	\$350,000	\$9,850,000



Revenue Breakdown

Revenue distribution by service line, hotel segment, and geographic region (Moderate scenario).

BY SERVICE LINE

Service Line	Revenue Share	Annual Est.
Door & Frame Supply	42%	\$1,785,000
Installation Labour	25%	\$1,045,000
Architectural Hardware	18%	\$668,800
Service Contracts & Repairs	8%	\$334,400
AAADM Inspections	4%	\$167,200
Locksmith Services	3%	\$125,400
Specification Writing	2%	\$83,600

BY HOTEL SEGMENT

Segment	Hotels	Annual Est.
Economy / Select Service	10	\$910,000
Midscale / Upper Midscale	8	\$1,320,000
Upscale / Full Service	5	\$1,375,000
Luxury / Boutique	2	\$568,000

BY GEOGRAPHIC REGION

Region	Hotel Count	Avg. Project Value	Annual Revenue	% of Total
Niagara Region (Home Market)	12	\$158,000	\$1,896,000	45%
Greater Toronto Area (GTA)	8	\$185,000	\$1,480,000	35%
Hamilton / Burlington Corridor	3	\$142,000	\$426,000	10%
Buffalo / Western NY (Cross-border)	2	\$195,000	\$390,000	10%

Growth Lever Recommendations

Strategic actions to accelerate CMF Doors' hospitality market revenue.

Target Hotel Renovation Cycles

Hotels undergo PIPs (Property Improvement Plans) every 5-7 years, requiring full door and hardware replacement. With \$12-15B in deferred CapEx, renovation demand is surging. Position CMF as the single-source turnkey provider.

+\$158,000 revenue per hotel renovation won

AAADM Inspection Pipeline

Every hotel with automatic doors requires annual AAADM inspections. CMF has a certified inspector on staff (Austin). Each inspection opens doors to repair, replacement, and upgrade sales with zero competition from supply-only vendors.

+\$4,500 per inspection + 35% conversion to repair orders

Master Key System Lock-In

Hotels with CMF-installed master key systems become long-term locked-in clients. Key duplication, rekeying, and system expansion generate recurring locksmith revenue and make vendor switching extremely costly.

+\$8,200 annual recurring per hotel with master key

Fire Safety Compliance Upsell

Touchless / Automatic Door Upgrades

GTA & Cross-Border Expansion

