

**Berg's**  
**BACKGROUND**  
**BUSINESS**  
**BENCHMARKING**  
**BLUE BOOK**



Bruce Berg  
Second Edition

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— Berg's Background Business Benchmarking Blue Book —

# Preface

After 35 years in the background screening industry, I have heard many of the same questions repeated by numerous businesses and from professionals in all functions of the industry. In this book, it is my goal to share metrics that matter in the background screening industry and to provide performance guidelines that ensure a healthy business.

The standards I share are based upon 10 years as a CRA owner and 25 years of consulting with CRAs of all sizes, success levels and life cycles.

Wishing you continued success.

-Bruce



## Benchmarks

**Benchmark:** "a standard or point of reference against which things may be compared or assessed"

How often are you measuring your performance? One certain way to improve and grow your business is to use benchmarks. Track important metrics, set goals and hold people accountable for achieving business goals. The following pages detail benchmarks to track in your business.



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# Introduction

Benchmarks in six words, count them.

1 2 3 4 5 6

The concept's exact origin is unknown.

1 2 3 4 5 6

Commonly attributed to Hemingway and storytelling.

1 2 3 4 5 6  
Storytelling with minimum number of words.

1 2 3 4 5 6  
We applied this format to benchmarks.

1 2 3 4 5 6

We know how busy you are.

1 2 3 4 5 6

This is designed to quickly help.

1 2 3 4 5 6

A resource with important guiding benchmarks.

1 2 3 4 5 6

Succinct, brief, guidance to the point.

1 2 3 4 5 6

Have questions? Call us to discuss.

1 2 3 4 5 6



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1 2 3 4 5 6

# County Criminal Record Searches

Crims TAT average of one day

2



# County Criminal Record Searches

3

Crims cost average less than \$1.00





# County Criminal Record Searches

Hit percent per vendor measured monthly

4



# Customer Service

5

Customer inquiries less than three percent



# Customer Service Calls

Answer clients in under 15 seconds

6



# Productivity

7

Sales per employee greater than \$250,000



# Sales

New annual sales per rep \$500,000

8



# Sales

9

Measure sources of new clients (referrals?)



# Financial

Gross margins? 50 to 70 percent

10



# Financial

11

Bottom Line? 20 to 30 percent





# Financial

Financials available on first of month

12



# Account Management

13

Touch major clients once a quarter



# Business Growth & Strategy

Add two new products per year

14



# Business Growth & Strategy

15

Grow fast by acquiring a competitor



# Business Growth & Strategy

Prepare today, maximize your exit value

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## Sales Mix

17

Largest account max of 15 percent



# References

References TAT less than 24 hours

18



# Operations

19

Customer retention should exceed  
95 percent





# Culture

CRA employee turnover under 5 percent

20



# Technology

21

Get, strengthen and increase  
ATS integrations



# Technology

Create a powerful, differentiated  
mobile strategy

22



# Technology

23

Update your technology once a month



# Education

Read this book once each month

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## Glossary

ATS	Applicant Tracking System
CRA	Consumer Reporting Agency
Crims	County, State, Federal or Database Criminal Record Searches
Hit %	Number of times a criminal record search comes back with a criminal record
Gross Margin %	Difference between revenue and cost of goods sold, divided by revenue
TAT	Turnaround Time

## About the Author

Bruce Berg achieved early success by building his own CRA from \$190,000 annual sales to over \$13,000,000 in less than 9 years. After selling his company to what is now First Advantage, he started Berg Consulting Group.

Berg Consulting Group is a consulting business that helps background screening owners, executives, sales & operations staff achieve their goals by providing growth products, advice, cost cutting solutions, operations tools and M&A services. The business has helped more background screening companies reach their goals than any other consulting firm in our industry.

Founded in 2000, the consulting group helps screeners succeed from start up to sale.



For more information or further explanation  
on the benchmarks or any information  
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