

## Participate in the NFDA Profit Survey

*All participants will receive the Profit Survey results for FREE (normally \$250 for NFDA members, \$500 for non-members)*

Financial benchmarking information is more important than ever before. Companies must adapt to the fast-paced environment of an increasingly electronic-centric world.

Firms need accurate industry metrics to identify areas for improvement. The best source of these metrics is the NFDA PROFIT Survey. The information in this report provides answers to questions such as “Are the most successful firms in a down market placing more emphasis on gross margin management or expense control?”

In short, this report presents a wealth of financial and operating metrics. In addition, it provides direct comparisons between your firm and other participating firms. **This valuable information is only available to firms that participate in the study.**

In return for participating, you’ll receive:

- **The PROFIT Report** - A financial and operating profile of all participating members.
- **Profit Improvement Profile** - A confidential report **sent directly to you** comparing your firm with similar participating firms. Many firms take this report to the bank to discuss loans and lines of credit.
- **Profit Dashboard** - An interactive tool to assist your financial planning and compare your firm with others. Access instructions are included with your Profit Improvement Profile.

The detailed benchmarking information in the PROFIT Report and in your Profit Improvement Profile is available to you free of charge. This is a great bargain.

Profit Planning Group keeps your proprietary company data strictly confidential. Only the necessary staff of Profit Planning Group ever sees your data. Reports present only aggregated results. Strict masking procedures are enforced so no individual firm's data can be identified. All survey forms are destroyed after processing. In over 30 years of conducting benchmarking studies, Profit Planning Group has never had a security incident.

**Participation is FREE.** You do not need to be an NFDA member to participate.

Do not delay completing and submitting the survey. **The deadline for submission is July 13.**

[Click here to download the NFDA Profit Survey:](#)

Email your completed survey to [surveys@profitplanninggroup.com](mailto:surveys@profitplanninggroup.com).