



Rep Firm Benchmarking Survey

Personalized Rep Agency Performance Analysis Report

In today's economic climate, it's more important than ever to maintain an edge on your competition. MAFSI makes it easy for you with the Benchmarking Survey, which is included with your MAFSI membership. Plus your information is confidentially maintained by an independent research firm, Industry Insights, Inc. which has been conducting association research since 1980.

Why is the benchmarking report so important? With it, you can find out how your company stacks up against the rest of the industry and identify your company's strengths and weaknesses.

In addition to the standard industry report, all participating MAFSI members will receive an individual, confidential "**Company Performance Report**" that will benchmark your company with other MAFSI members of similar revenue, number of employees, and other relevant data breaks. In addition there will be a special data cut of "high profit" companies where you can compare yourself against the best in the industry.

How do you submit the completed survey to Industry Insights?

- Online submission at:** <https://www.secureii.com/MAFSIbenchmarking/login.aspx> **OR**
- E-mail completed** Excel spreadsheet forms to gmanns@industryinsights.com **OR**
- Fax** hard-copy of forms to Industry Insights, Inc. at 614-389-3816 **OR**
- Mail** to Industry Insights, Inc. PO Box 4330, Dublin, OH 43016.

GENERAL INFORMATION

- **If you cannot fill out every line, provide as much information as possible. It is OK to leave blanks.** You may provide estimates.
- Enter figures from your completed year that ended nearest to December 31, 2019. While full-year data is required, you do not **need to wait for audited/adjusted results from your accountant.**
- If you need assistance, call Greg Manns, CPA, Sr. Vice President of Industry Insights at 614/389-2100 ext. 108 or e-mail him at gmanns@industryinsights.com. You have the option of forwarding your financial statements (Income Statement and Balance Sheet) to Industry Insights. They will fill out these sections of the survey for you, to the extent possible.

Confidentiality Assurance

The 2019 MAFSI Benchmarking Survey is based on a strictly confidential questionnaire conducted of MAFSI members by Industry Insights, an objective outside firm that has specialized in such studies for many industries since 1980.

Upon receipt, all survey responses are assigned a confidential code number by Industry Insights, and any name or company identification is removed. Survey processing is then conducted on an absolutely anonymous basis. **No MAFSI staff member nor any company or individual inside or outside the industry or anyone else other than a select few Industry Insights associates will ever see any individual firm's confidential information.**

Your data will be treated in the strictest confidence by Industry Insights, Inc., an outside, third party that specializes in such studies. Please provide the information below, so that Industry Insights can electronically distribute your reports directly to you. Because confidential information will be contained in the email, we advise that you provide a direct email account, rather than a general address (For example, please provide jsmith@abc.com, rather than info@abc.com). Your email addresses will not be used for any other purpose.

Name:
 Email:
 Company Name:

Title:
 Phone:

[Start Survey](#)



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BACKGROUND INFORMATION			
1	Number of years in operation? <small>(regardless of ownership; report fractional years e.g. 3 yrs., 3 mos. = 2.25 yrs.)</small>		yrs.
2	Business Lines		
	a. Number of lines represented during 2019	#	
	b. Number of lines represented in 2019 for which the firm is also a distributor (enter zero for none)	#	
3	Average Commissions <small>Report accurate averages for each category or zero for those generating no commissions. Report rep lines only, not distribution lines.</small>		
	a. Heavy Equipment		%
	b. Small Equipment		%
	c. Supplies		%
	d. Furniture		%
	e. Tabletop		%
	f. Janitorial/Sanitation		%
	g. Overall Average Commission (calculated average of the non-zero commissions reported above)		%
4	FTE Employees (Full-Time Equivalents) <i>*Count full-time employees (FTEs) by reporting the proportion of full-time hours worked for those who don't work full-time. For example, include an employee who worked 20 hours per week as 0.5 employees if the work week is 40 hours; one who worked full-time for three months out of the year as 0.25 employees; and an employee who year-round works 60 hours per week would count as 1.5 FTEs.</i>		
	a. Owners	#	FTEs
	b. Outside Sales	#	FTEs
	c. Inside Sales	#	FTEs
	d. Customer Service	#	FTEs
	e. Chefs	#	FTEs
	f. Warehouse	#	FTEs
	g. All Other	#	FTEs
	h. Total FTE Employees	#	0.00 FTEs
5	Firm Information		
	a. How many owners does the agency have?	#	
	b. Number of locations operated	#	
	c. Main office floor space	#	sf
	d. Do you own or lease your main office?		<input type="radio"/> Own <input type="radio"/> Lease
	e. Do you have a showroom?		<input type="radio"/> Yes <input type="radio"/> No
	f. Do you have a test kitchen?		<input type="radio"/> Yes <input type="radio"/> No
6	Warehouse		
	a. Do you maintain a warehouse?		<input type="radio"/> Yes <input type="radio"/> No
	b. If yes, how many manufacturers utilize the warehouse?	#	
	c. If yes, what is the warehouse floor space?	#	sf
7	Health Insurance		
	a. Do you provide health insurance?		<input type="radio"/> Yes <input type="radio"/> No
	b. If yes, what is the average annual health insurance cost <u>per employee</u> ?	\$	
	c. If yes, how much of the health insurance cost is covered by your agency (% of total cost)?		%

MANAGEMENT AND PLANNING			
1	a. Does your firm use a CRM (Customer Relationship Management) system to manage prospects and leads?		<input type="radio"/> Yes <input type="radio"/> No
	b. If yes, what software is used? <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <input type="radio"/> Great Plains/Microsoft Dynamics <input type="radio"/> Salesforce </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <input type="radio"/> ORGO <input type="radio"/> None </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <input type="radio"/> Other: <input style="width: 150px;" type="text"/> </div>		
2	What software does your firm use to generate and manage quotes?		
	<input type="radio"/> AutoQuotes <input type="radio"/> Self <input type="radio"/> Specifii <input type="radio"/> Other:		
3	Does your firm track quotes & sales by market segment to understand quote to hit ratio and segment penetration?		<input type="radio"/> Yes <input type="radio"/> No
4	Does your business have a formal succession plan in place?		<input type="radio"/> Yes <input type="radio"/> No
5	How many years from now do you expect the succession to be complete?		<input type="radio"/> 1 - 2 years

- 3 - 5 years
- 6 - 10 years
- Over 10 years

6 How is the succession being structured? ▼
 If Other, please specify:

7 Are there any structured plans in place to help fund the succession? (Select all that apply)

- No Plans in Place
- Sinking Fund
- Management Buyout: Key Employee Bonus Program
- Employment Agreements
- Deferred Compensation Agreements
- Defined Benefit Plan
- Employee Stock Ownership Plan
- Other

If Other, please specify:

8 When is the last time you valued your business by a 3rd party? ▼

OUTSIDE SALES STAFF

1 What method(s) do you use to determine/allocate the number of outside sales resources needed? (check all that apply)

- Customer Type (Dealers, Chains, End Users)
- Geography
- Manufacturer
- Volume
- Other:

2 Method most commonly used to compensate outside salespeople ▼
 If Other, please specify:

3 **Outside Sales Staff Compensation**
 Please report the total compensation and the performance based amount earned by your top and lowest performing outside salespersons. Additionally, please report the average compensation for all outside salespersons.

	Total Compensation <small>(Base Salary + Bonus/performance based pay)</small>	Performance Based Pay <small>(Bonus, Commissions, Etc.)</small>	
Top Performer	\$ <input style="width: 100px;" type="text"/>	<input style="width: 100px;" type="text"/>	%
Lowest Performer	\$ <input style="width: 100px;" type="text"/>	<input style="width: 100px;" type="text"/>	%
Average for all Outside Salespersons	\$ <input style="width: 100px;" type="text"/>	<input style="width: 100px;" type="text"/>	%

4 Method most commonly used to cover travel and entertainment expenses ▼

5 a. Method most commonly used to provide outside salespeople with vehicles ▼
 b. If employee-owned reimbursement, what basis is most commonly used? ▼
 c. If Mileage, what rate is paid? \$

6 Method most commonly used to provide outside salespeople with cell phones ▼
 If Other, please specify:

Line # REVENUE AND EXPENSES REPORT AMOUNTS IN \$ (omit cents)

			FY2018		FY2019
Distribution Revenue (Enter 0 if you have no distribution sales)					
1	Net Distribution Sales (distribution sales less returns and allowances)	\$	<input style="width: 100px;" type="text"/>	\$	<input style="width: 100px;" type="text"/>
2	Distribution Cost of Goods Sold	\$	<input style="width: 100px;" type="text"/>	\$	<input style="width: 100px;" type="text"/>
3	Gross Margin (Line 1 minus Line 2)	\$	0	\$	0

Rep Revenue

4	Gross Sales (of your rep firm)	\$	<input style="width: 100px;" type="text"/>	\$	<input style="width: 100px;" type="text"/>
5	Annual Commission Income	\$	<input style="width: 100px;" type="text"/>	\$	<input style="width: 100px;" type="text"/>
6	Margin Before Operating Expenses (Line 3 + Line 5)	\$	0	\$	0

Personnel Expenses

7	Salaries, Wages, Commissions & Bonuses				
	a. Owners/Principals Compensation & Bonus	\$	<input style="width: 100px;" type="text"/>	\$	<input style="width: 100px;" type="text"/>
	b. Outside Sales	\$	<input style="width: 100px;" type="text"/>	\$	<input style="width: 100px;" type="text"/>
	c. Inside Sales	\$	<input style="width: 100px;" type="text"/>	\$	<input style="width: 100px;" type="text"/>
	d. Customer Service	\$	<input style="width: 100px;" type="text"/>	\$	<input style="width: 100px;" type="text"/>
	e. Chefs	\$	<input style="width: 100px;" type="text"/>	\$	<input style="width: 100px;" type="text"/>
	f. Warehouse	\$	<input style="width: 100px;" type="text"/>	\$	<input style="width: 100px;" type="text"/>
	g. All Other	\$	<input style="width: 100px;" type="text"/>	\$	<input style="width: 100px;" type="text"/>
	h. Total - Salaries, Wages, Commissions & Bonuses (sum of lines a through g)	\$	0	\$	0
8	Payroll Taxes (FICA, unemployment, workers' comp. for all employees)	\$	<input style="width: 100px;" type="text"/>	\$	<input style="width: 100px;" type="text"/>

9	Group Insurance	\$	
10	Other Benefits (profit sharing, 401k, retirement, etc. for all employees)	\$	
11	Total Personnel Expenses (sum of lines 7h, 8, 9, and 10)	\$	0
Other Operating Expenses			
12	Office Rent & Utilities	\$	
13	Office Supplies	\$	
14	Computers, Tablets, Software	\$	
15	Vehicle	\$	
16	Phones	\$	
17	Travel	\$	
18	Business Insurance	\$	
19	Advertising & Promotion	\$	
20	Meals & Entertainment	\$	
21	Service & Warranty	\$	
22	Taxes (Other than Income Taxes)	\$	
23	Professional Services (Legal, Accounting, Bookkeeping, etc.)	\$	
24	Other Operating Expenses	\$	
25	Total Other Operating Expenses (sum of lines 12 through 24)	\$	0
26	Total Operating Expense (line 11 plus line 25)	\$	0
27	Operating Profit (line 6 minus line 26)	\$	0
Other Income (Expenses)			
28	Other Non-Operating Income (Expense)	\$	
29	Interest Expense	\$	
30	Net Profit (line 27 plus line 28 minus line 29)	\$	0

PROPOSED FUTURE TOPICS	
1	Are than any additional topics you would like to see on future Benchmarking Surveys?
	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>

Your survey is now complete. Thank you for your participation.

Please return your survey to:

Industry Insights, Inc., PO Box 4330, Dublin, Ohio 43016; 614-389-3816 FAX
 Or email to Greg Manns, CPA, Sr. Vice President at: gmanns@industryinsights.com