

# 2018 NRHA Cost of Doing Business Survey

## Get a Free Financial Analysis of Your Company!

### How to Participate

Fill in the company profile information on this questionnaire and provide us with financial information from your most recent fiscal year. See below for different ways to participate.

### What's in It for You?

For your participation, you will receive a copy of the study, along with a free, robust Personalized Financial Analysis that includes your company's financial results compared to the industry, a what-if scenario generator, your company's financial ratios and other financial tools.

### Your Information Is Safe

Your individual financial data is held in strict confidentiality, and no individual financial or operational data will be published. We will publish a *Cost of Doing Business Study* with aggregate results later this year.

### Best Regards,

**David Gowan**  
Vice President of Finance  
North American Retail Hardware Association

## Tell Us About Your Business

No matter which option you choose, **all survey respondents must complete the Company Profile information on this page.**

When filling out the survey, please estimate if necessary.

It is better to make an educated guess than to leave a field blank.

**If you have any questions, please contact David Gowan at (317) 275-9432 or dgowan@nrha.org.**

## Company Profile

Name/Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

- How did you receive this survey?
  - In the mail
  - At my wholesaler market
  - At another industry event
  - Directly from an NRHA staff member (via email, mail or in-person)
- What type of company do you consider yourself to be? (Check only one)
  - Hardware Store
  - Home Center
  - Lumber/Building Materials Outlet
- Number of Stores \_\_\_\_\_
- How long have you been in business? \_\_\_\_\_ Years
- Total number of employees (including owners)
  - Full-Time \_\_\_\_\_ Part-Time \_\_\_\_\_
  - Do you have an outside sales force? \_\_\_\_\_
  - If so, how many outside salespeople? \_\_\_\_\_
- Space Distribution
  - Salesfloor \_\_\_\_\_ sq. ft.
  - Warehouse/Storage \_\_\_\_\_ sq. ft.
  - Yard \_\_\_\_\_ sq. ft.
  - Office & Administrative \_\_\_\_\_ sq. ft.
  - Total square feet \_\_\_\_\_ sq. ft.
- Primary Wholesaler \_\_\_\_\_
- Percent of sales by type of customer
  - Consumers/Retail \_\_\_\_\_ %
  - Builders/Contractors/Remodelers \_\_\_\_\_ %
  - Industrial/Commercial Accounts \_\_\_\_\_ %
- Percent of sales by cash \_\_\_\_\_ %
- Estimated annual customer counts (number of sales transactions) \_\_\_\_\_
- Net sales for most recent fiscal year (year ending \_\_\_\_\_) \$ \_\_\_\_\_
- Net sales for fiscal year prior to that (year ending \_\_\_\_\_) \$ \_\_\_\_\_

## Instructions (U.S. Retailers Only)

### Option #1: Complete All Questions on This Survey

Please complete and mail the survey using your most recent fiscal year data by **June 30, 2018**.

### Option #2: Send Us Your Financial Information

Instead of filling out the survey, you can fill out the Company Profile questions on this page, then attach a copy of your most recent balance sheet and income statement (12 months of data) and mail them by **June 30, 2018** to:

**North American Retail Hardware Association**  
Attention: CODB Coordinator  
136 N. Delaware Street, Suite 200  
Indianapolis, IN 46204

### Option #3: Submit Information Online

Fill out the survey online or upload your financials by visiting **CODB2018.nrha.org**.

### Option #4: Email Your Information

Email David Gowan at **dgowan@nrha.org** with your company profile information and financial documents.

### Option #5: Fax Your Information

Fax your company profile and financial documents to 317-275-9403.



# 2018 NRHA Cost of

## Income Statement (for most recent completed fiscal year)

<b>Net Sales</b> (less returns & allowances) . . . . .	\$ _____
<b>Cost of Goods Sold</b> (including freight-in & subcontract labor, less purchase discounts) . . . . .	— _____
<b>Gross Profit Before Rebates or Dividends</b> (Net Sales – COGS) . . . . .	\$ _____
Purchase Rebates or Patronage Dividends . . . . .	+ _____
<b>Gross Profit After Rebates or Dividends</b> (Gross Profit + Rebates or Dividends) . . . . .	\$ _____

## Payroll Expenses

Owners/Officers Salaries and Bonuses . . . . .	\$ _____
All Other Employee Salaries, Wages, Commissions & Bonuses . . . . .	+ _____
<b>Total Salaries, Wages, Commissions &amp; Bonuses</b> . . . . .	\$ _____
Payroll Taxes (FICA, Workers' Compensation & Unemployment) . . . . .	_____
Group Insurance (hospital, medical, etc.) . . . . .	_____
Benefit Plans (include pension, profit sharing, 401(k), etc.) . . . . .	_____
<b>Total Payroll Expenses</b> (Salaries + Payroll Taxes + Group Insurance + Benefits) . . . . .	\$ _____

## Occupancy Expenses

Utilities: Heat, Light, Power, Water . . . . .	\$ _____
Building Repairs & Maintenance . . . . .	_____
Rent or Ownership in Real Estate (include rent, mortgage interest, building depreciation, real estate insurance, real estate taxes, etc.) . . . . .	_____
<b>Total Occupancy Expenses</b> . . . . .	\$ _____

## Other Operating Expenses

Advertising & Promotion . . . . .	\$ _____
Vehicle Expense (delivery charges, own personal vehicle expense, etc.) . . . . .	_____
IT/Communication Expense (phone, internet, POS) . . . . .	_____
Insurance (business liability & casualty) . . . . .	_____
Interest Expense (not mortgage interest) . . . . .	_____
Taxes (licenses, permits, personal property, use, etc.) . . . . .	_____
Depreciation (other than real estate) . . . . .	_____
Bad Debt Losses . . . . .	_____
Credit Card Fees . . . . .	_____
Additional Miscellaneous Expenses . . . . .	_____
<b>Total Other Operating Expenses</b> . . . . .	\$ _____

<b>Total Operating Expenses</b> (Payroll + Occupancy + Other) . . . . .	\$ _____
<b>Operating Profit</b> (Gross Profit – Total Operating Expenses) . . . . .	\$ _____
Other Income/Expenses (cash discounts, interest income, gain on sales of assets, etc.) . . . . .	+ _____
<b>Profit Before Taxes</b> . . . . .	\$ _____
Income Taxes (local, state, federal) . . . . .	— _____
<b>Net Profit After Taxes</b> . . . . .	\$ _____

# Doing Business Survey

## Balance Sheet

### Assets

#### Current Assets

Cash & Marketable Securities ..... \$ \_\_\_\_\_  
Accounts Receivable (trade) ..... \_\_\_\_\_  
Inventory ..... \_\_\_\_\_  
Other Current Assets ..... \_\_\_\_\_  
**Total Current Assets** ..... \$ \_\_\_\_\_  
Investments (stocks, bonds, non-business real estate, long-term notes receivable, etc.) ..... \$ \_\_\_\_\_  
Other Fixed & Non-current Assets (net of depreciation) ..... \_\_\_\_\_  
**Total Assets** ..... \$ \_\_\_\_\_

#### Liabilities and Net Worth

Current Liabilities ..... \$ \_\_\_\_\_  
Accounts Payable (trade) ..... \_\_\_\_\_  
Other Current Liabilities ..... \_\_\_\_\_  
**Total Current Liabilities** ..... \$ \_\_\_\_\_  
Long-Term Liabilities ..... \$ \_\_\_\_\_  
Net Worth or Owner Equity (paid in capital + retained earnings) ..... \_\_\_\_\_  
**Total Liabilities and Net Worth** ..... \$ \_\_\_\_\_

## Hot Topic Issues

NRHA would like to obtain additional data pertaining to hot topic issues. These are trends that perhaps you've noticed impacting your business at a higher rate due to the changing consumer landscape. Providing this data will allow NRHA to analyze trends that affect your business daily and show how you compare to others in the industry.

**Average wage**     \$ \_\_\_\_\_ Sales associate     \$ \_\_\_\_\_ Cashier     \$ \_\_\_\_\_ Assistant manager  
                                 \$ \_\_\_\_\_ Driver                     \$ \_\_\_\_\_ General manager                     \$ \_\_\_\_\_ Yard manager

**Total sales increase/decrease**     \_\_\_\_\_ %

**Percent of sales from credit cards**     \_\_\_\_\_ %                     **Shrink expense as a % of sales**     \_\_\_\_\_ %

**Health insurance**                     \$ \_\_\_\_\_ (Total annual expenditure)

**Health insurance as a % of sales**     \_\_\_\_\_ %

**Capital expenditures**                     \_\_\_\_\_ % (Estimated annual expenditure for 2017)

**Hours spent on employee training**     \_\_\_\_\_ hours per employee

**Is there anything you would like to see added to the *Cost of Doing Business Study*?**

\_\_\_\_\_