



NESPA 2011 BUSINESS OUTLOOK SURVEY RESULTS



Stephen Reed, CPA

Shareholder-in-Charge, Manufacturing & Distribution
Services Group
Managing Director – Monmouth County, NJ Office

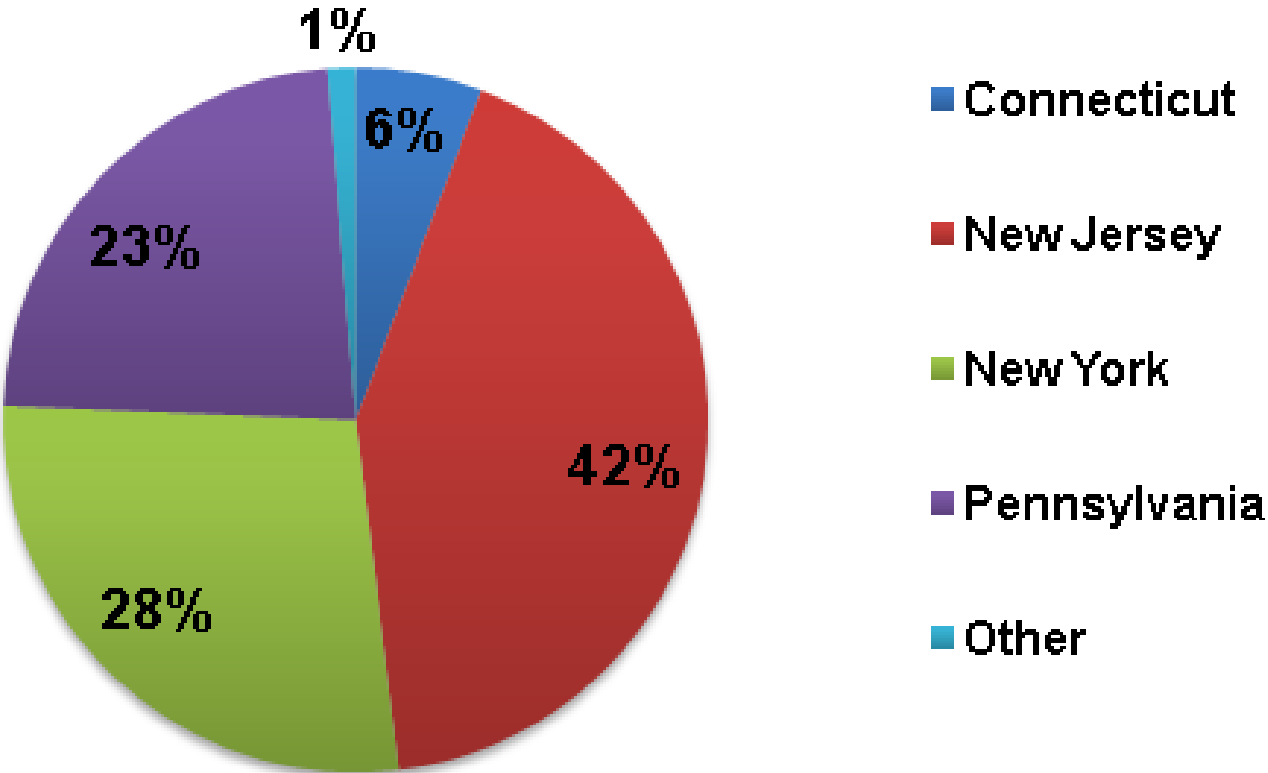


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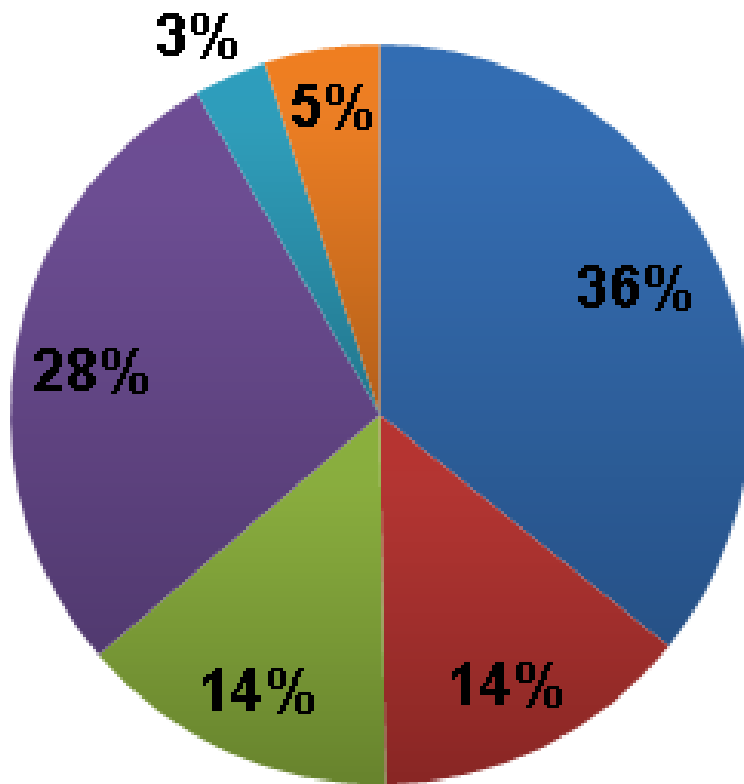
Objectives

- ◉ Determine business issues affecting pool & spa industry
- ◉ Assess projections for business/economic conditions in the pool & spa industry
- ◉ Benchmark statistics and trends for future analysis

The primary location of your business is in:

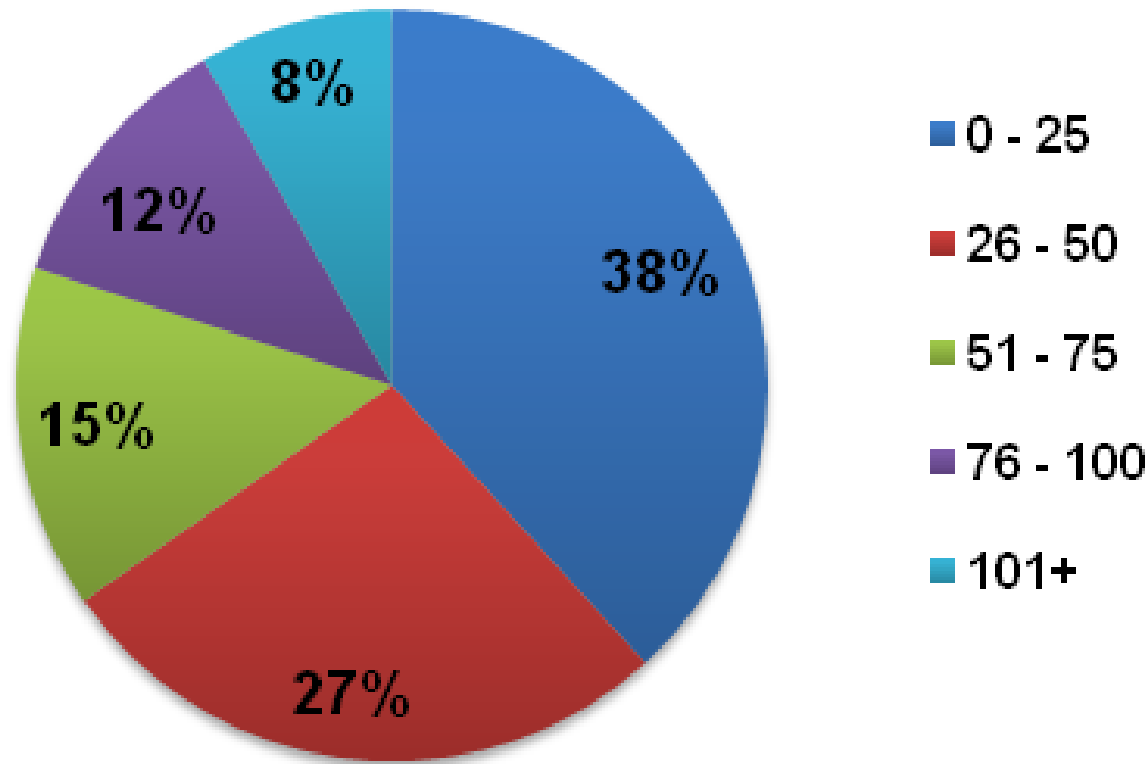


What is your annual revenue (in millions of dollars)?



- 0 - \$249,999
- \$250,000 - \$499,999
- \$500,000 - \$999,999
- \$1M - \$5M
- \$6M - \$10M
- \$11M+

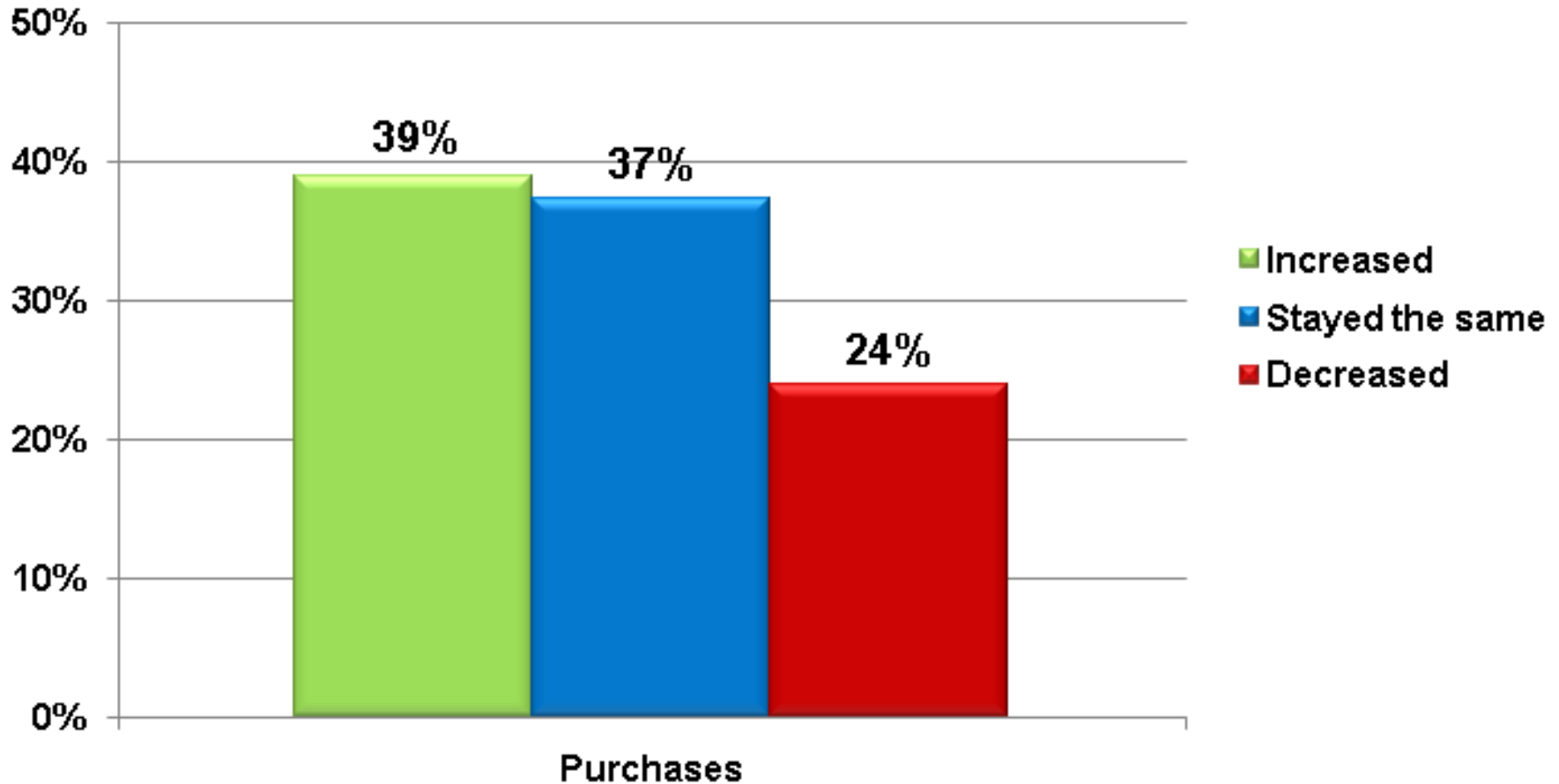
What is your primary scope of business in miles?



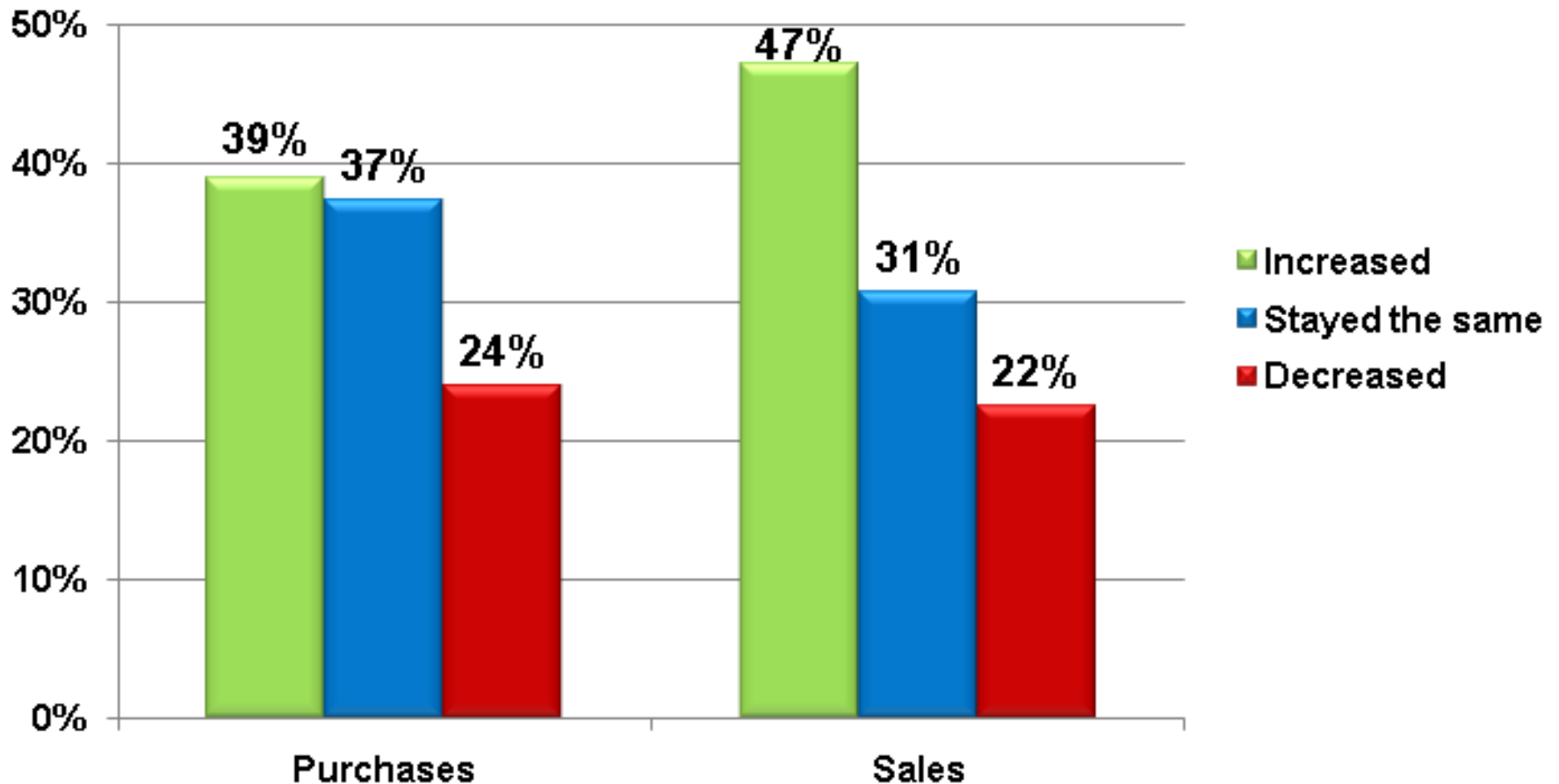
Current Performance (2010)



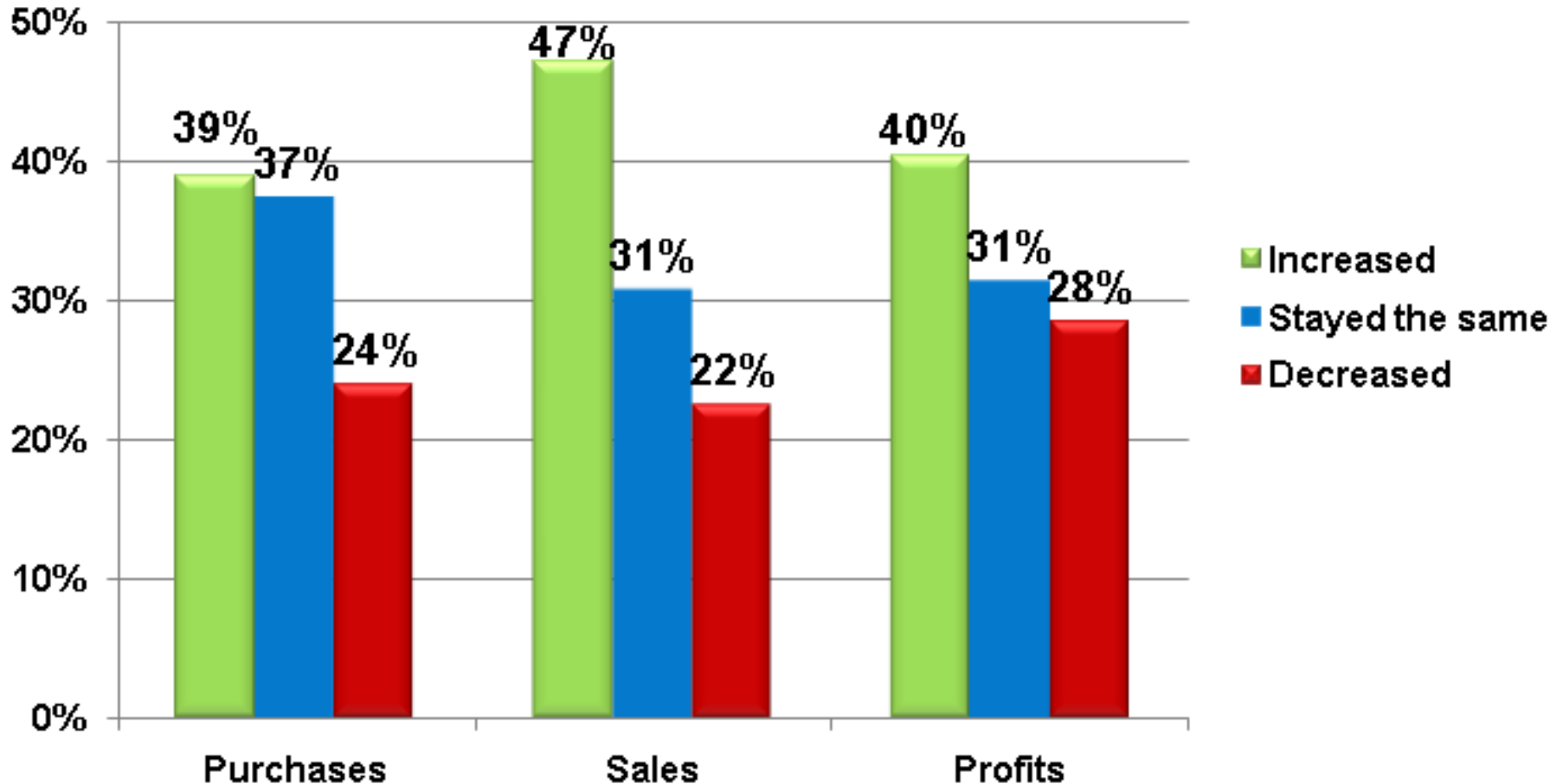
How did your company perform in 2010 compared to 2009? (based on purchases)



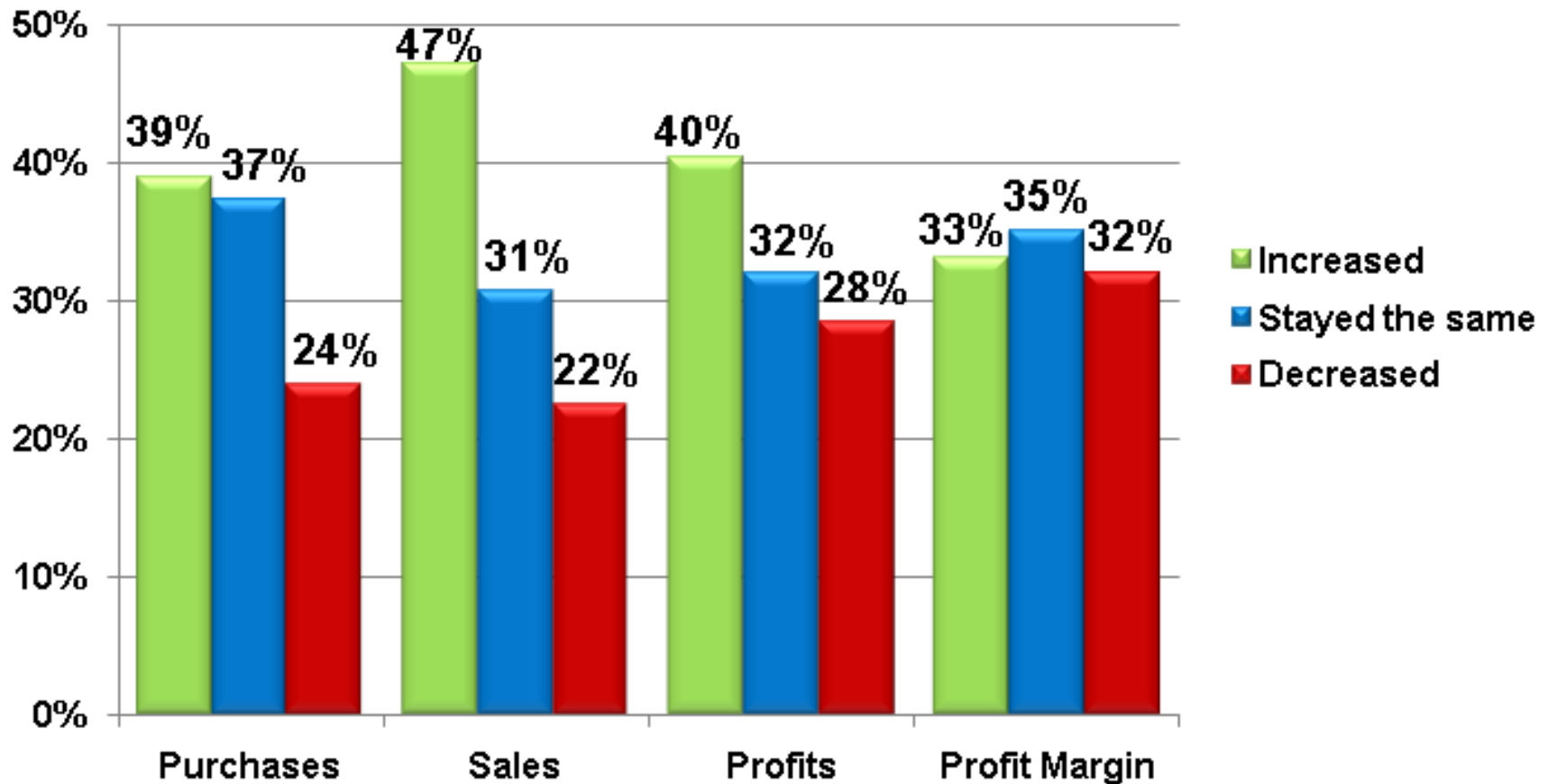
How did your company perform in 2010 compared to 2009? (based on purchases & sales)



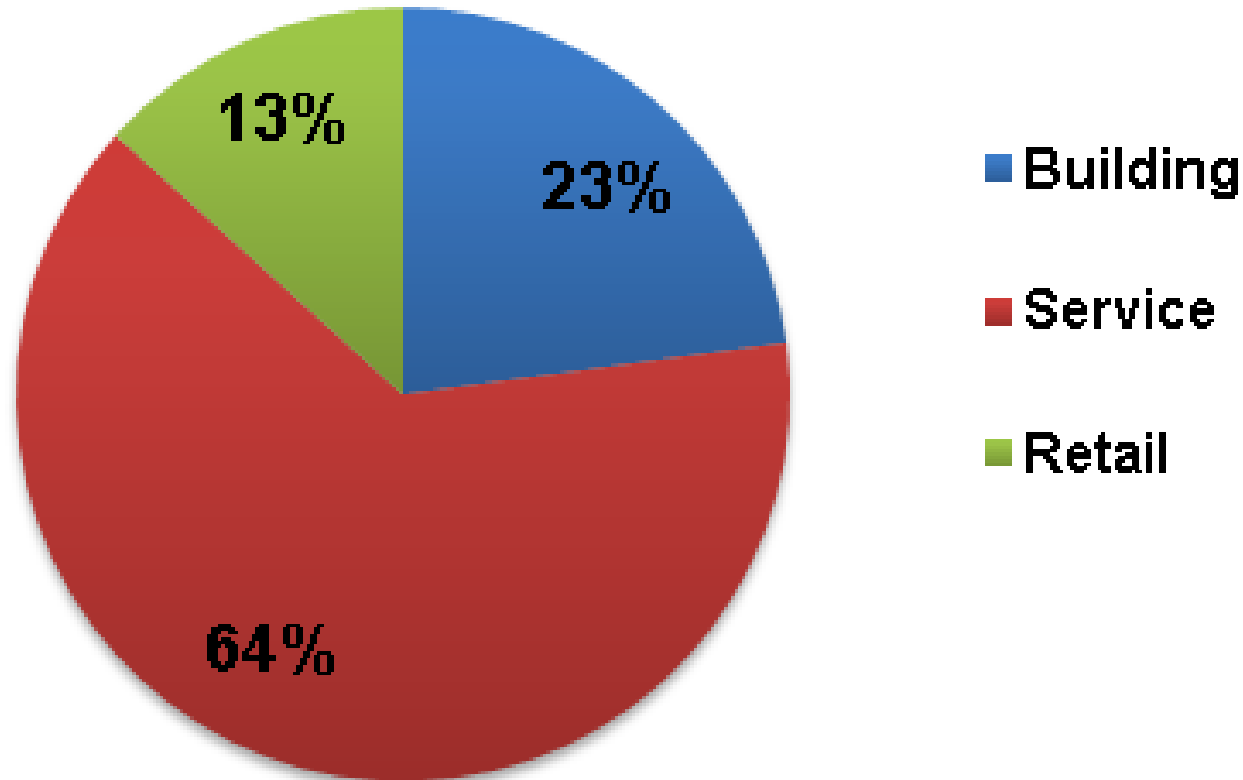
How did your company perform in 2010 compared to 2009? (based on purchases, sales & profits)



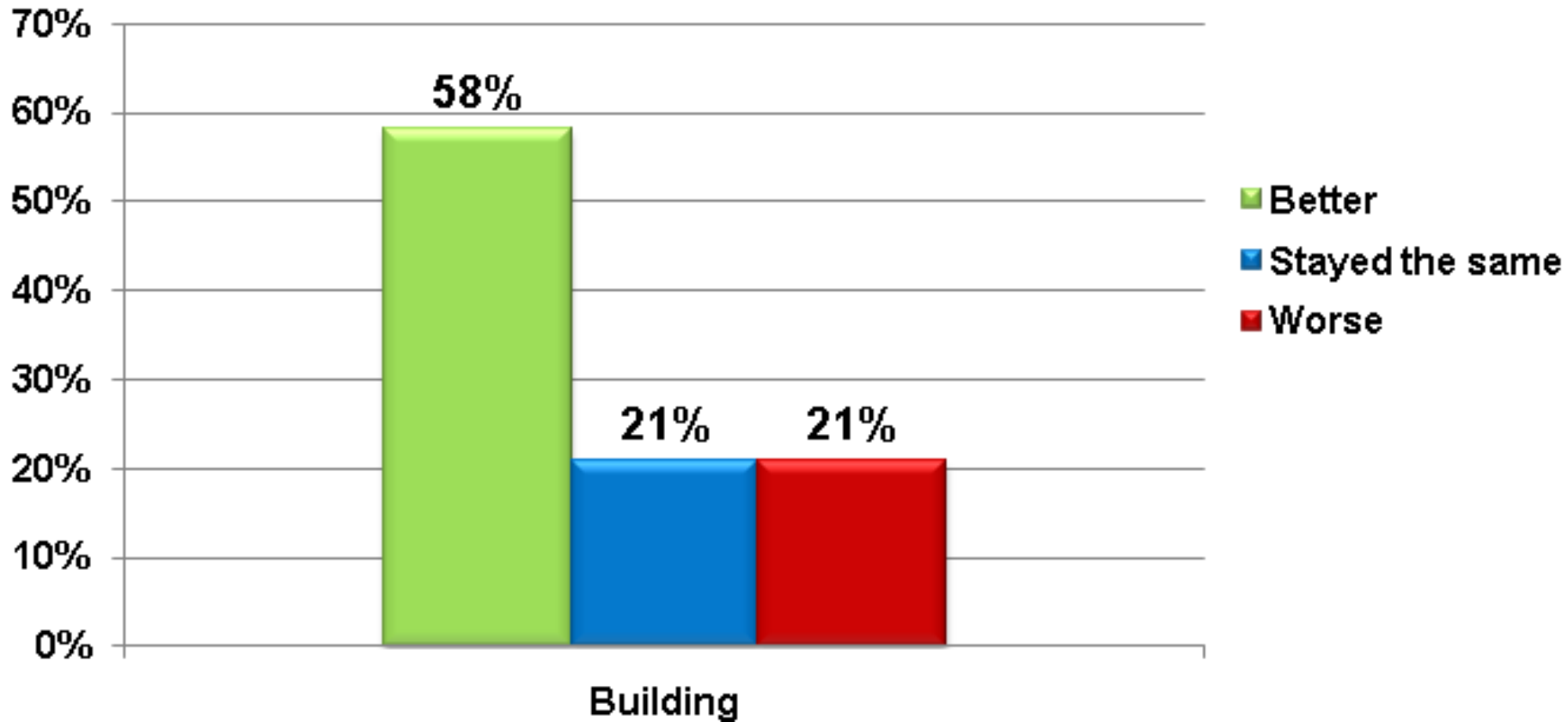
How did your company perform in 2010 compared to 2009? (based on purchases, sales, profits & profit margin)



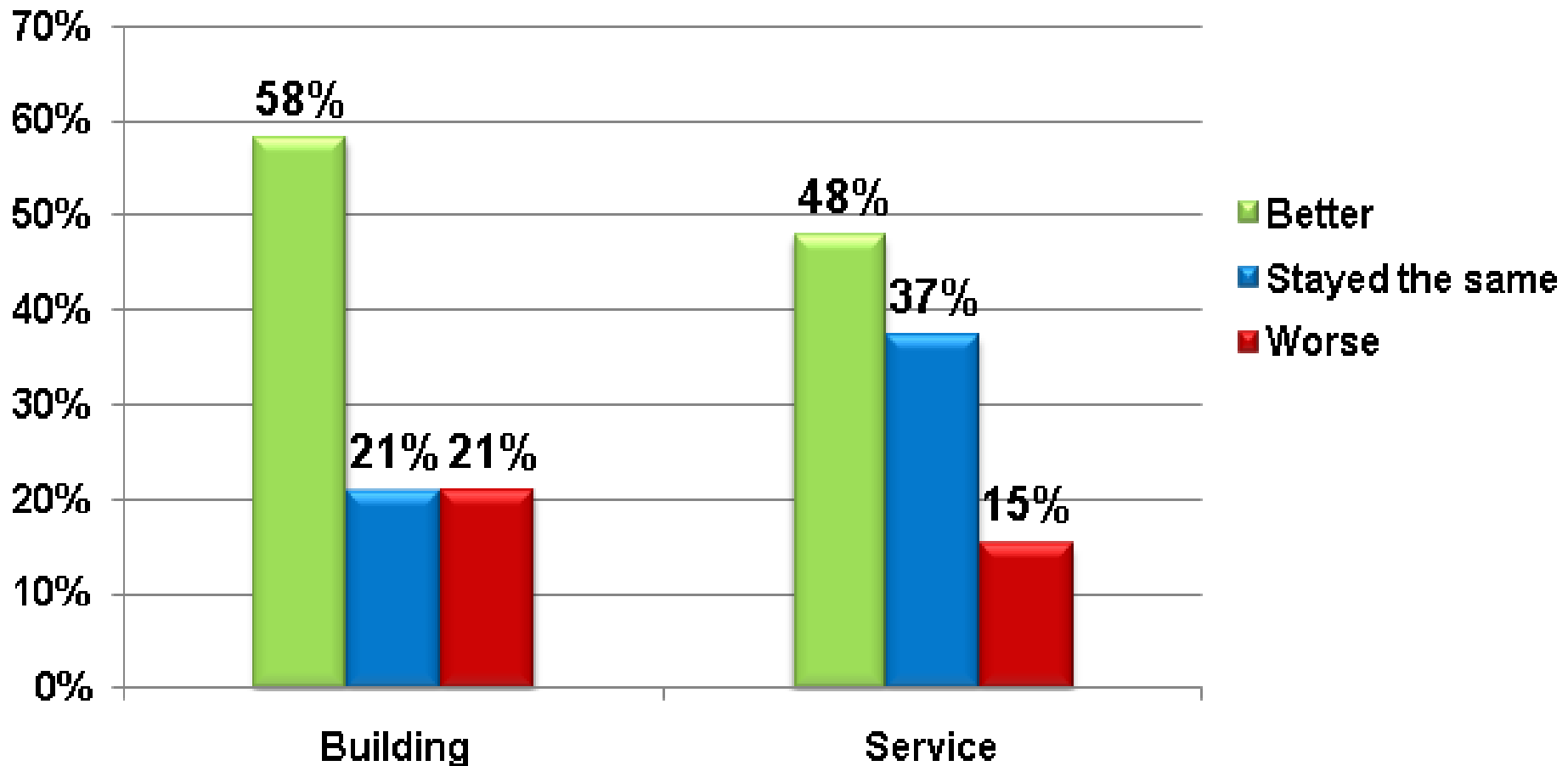
What is your business primarily focused on?



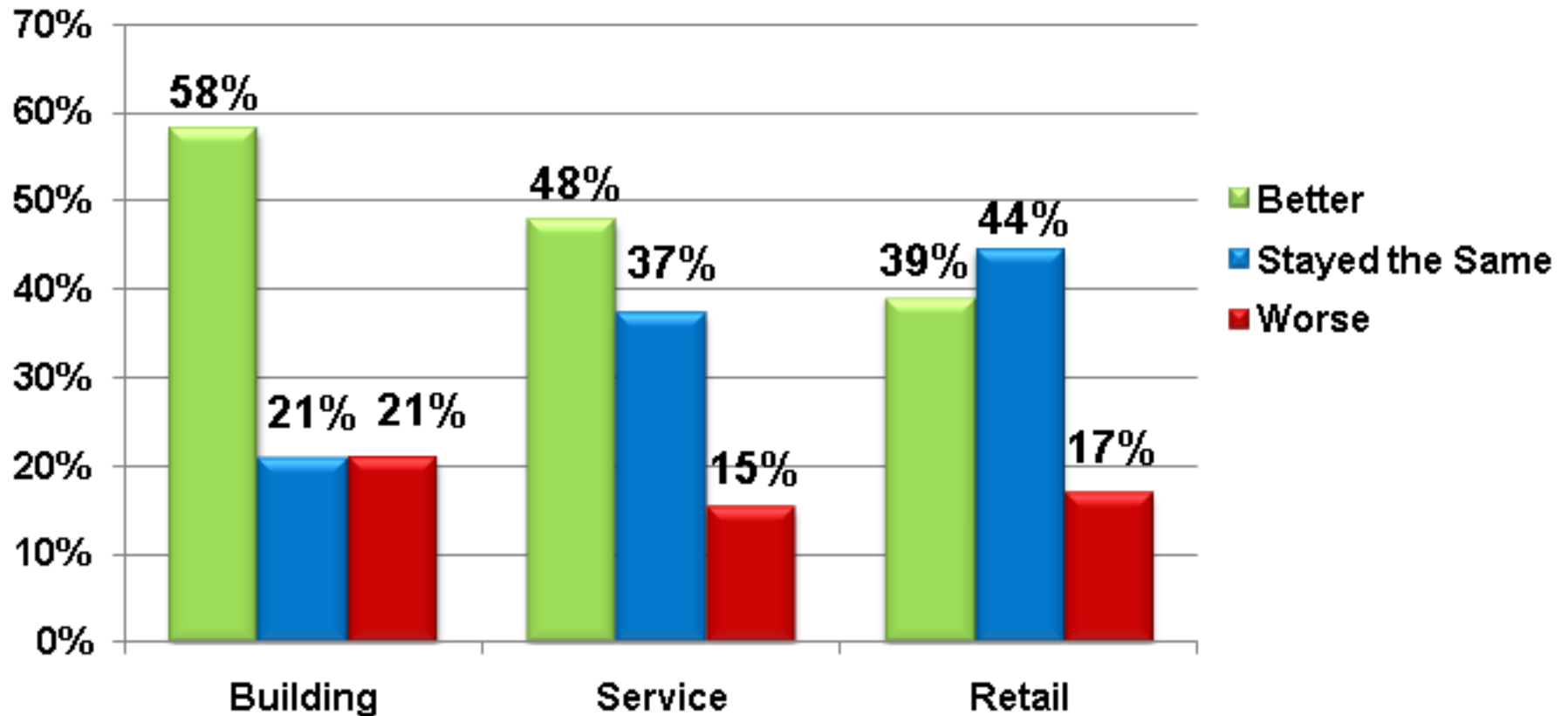
How did your company perform in 2010 compared to 2009? (Building)



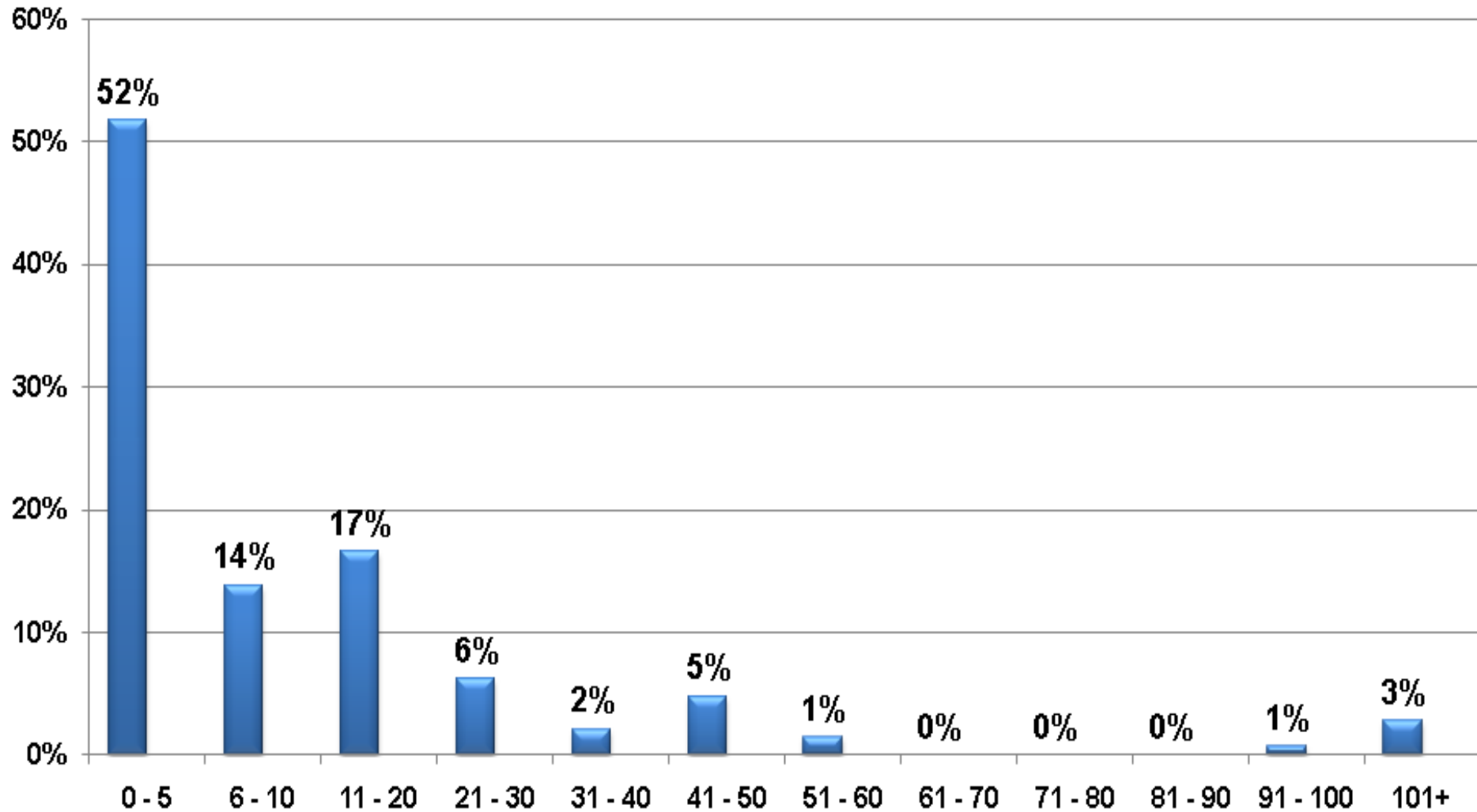
How did your company perform in 2010 compared to 2009? (Building & service)



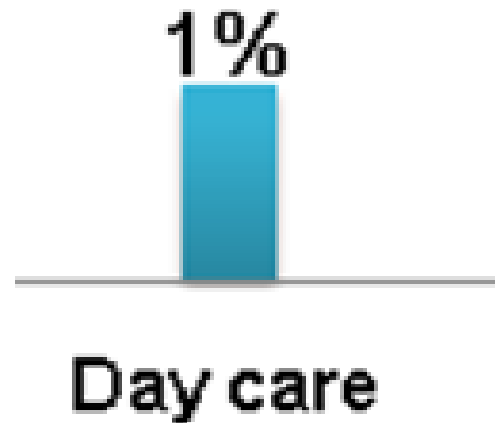
How did your company perform in 2010 compared to 2009? (Building, service & retail)



How many people did you employ in 2010?



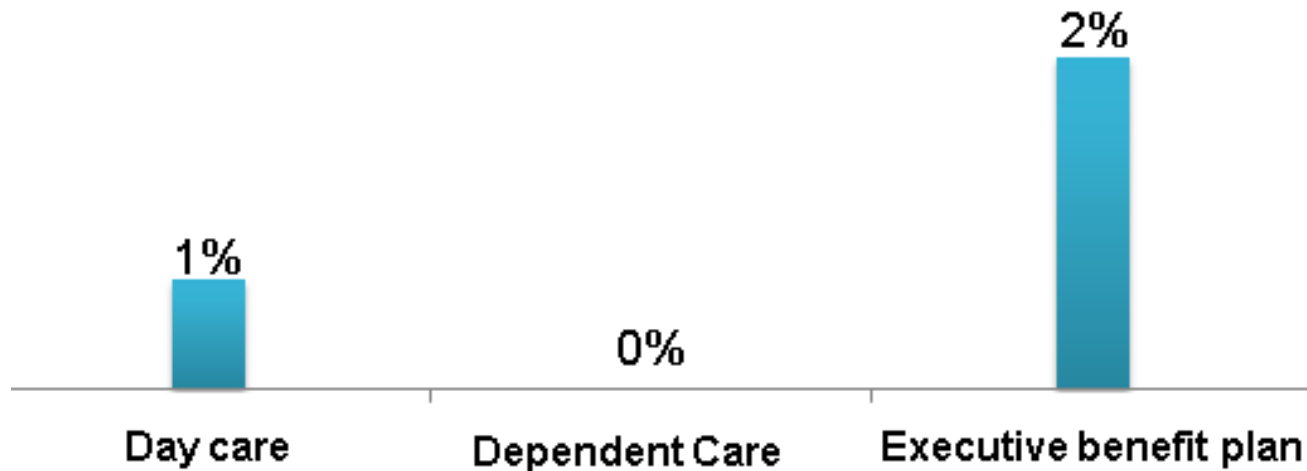
What benefits do you currently provide to your employees? (check all that apply)



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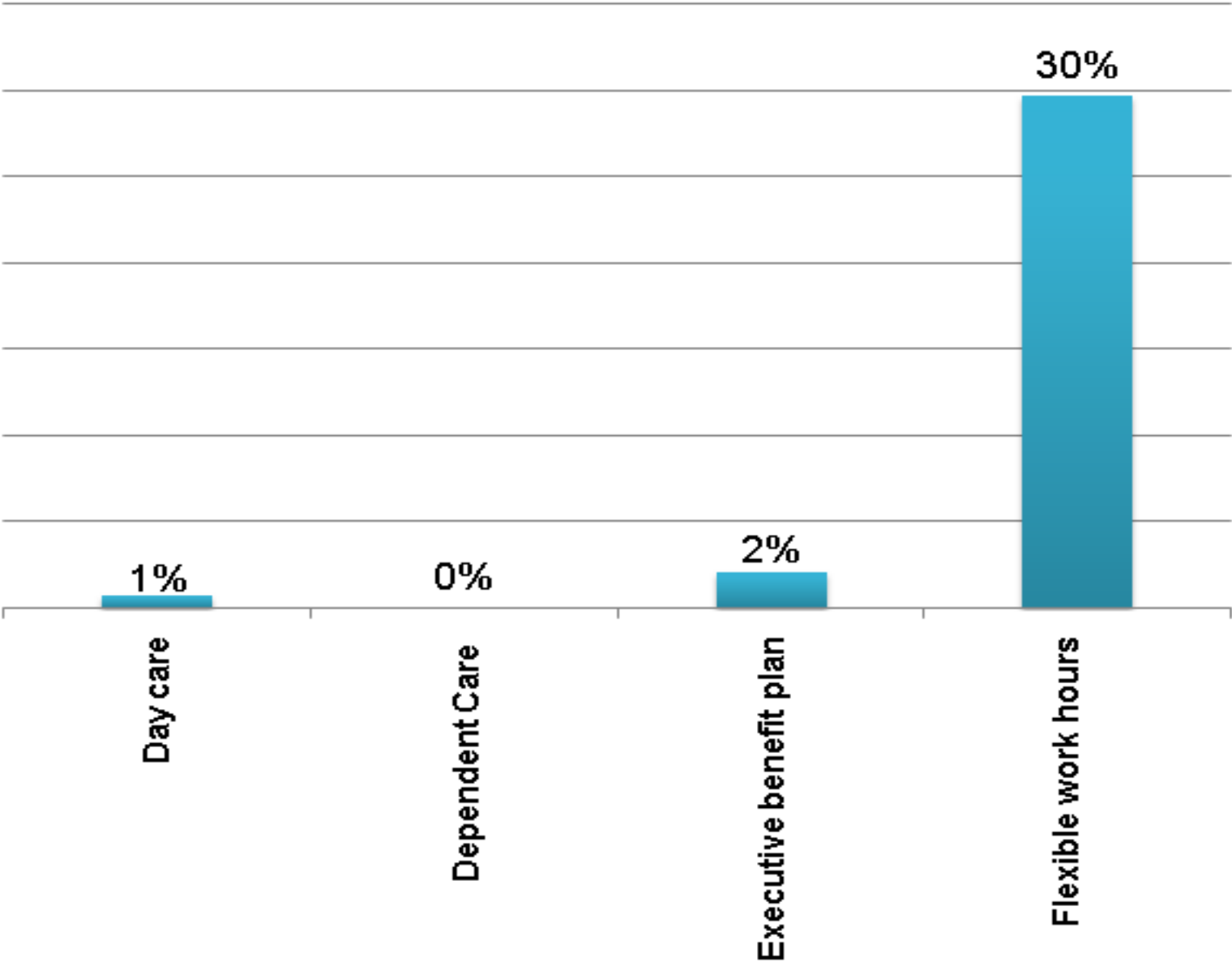


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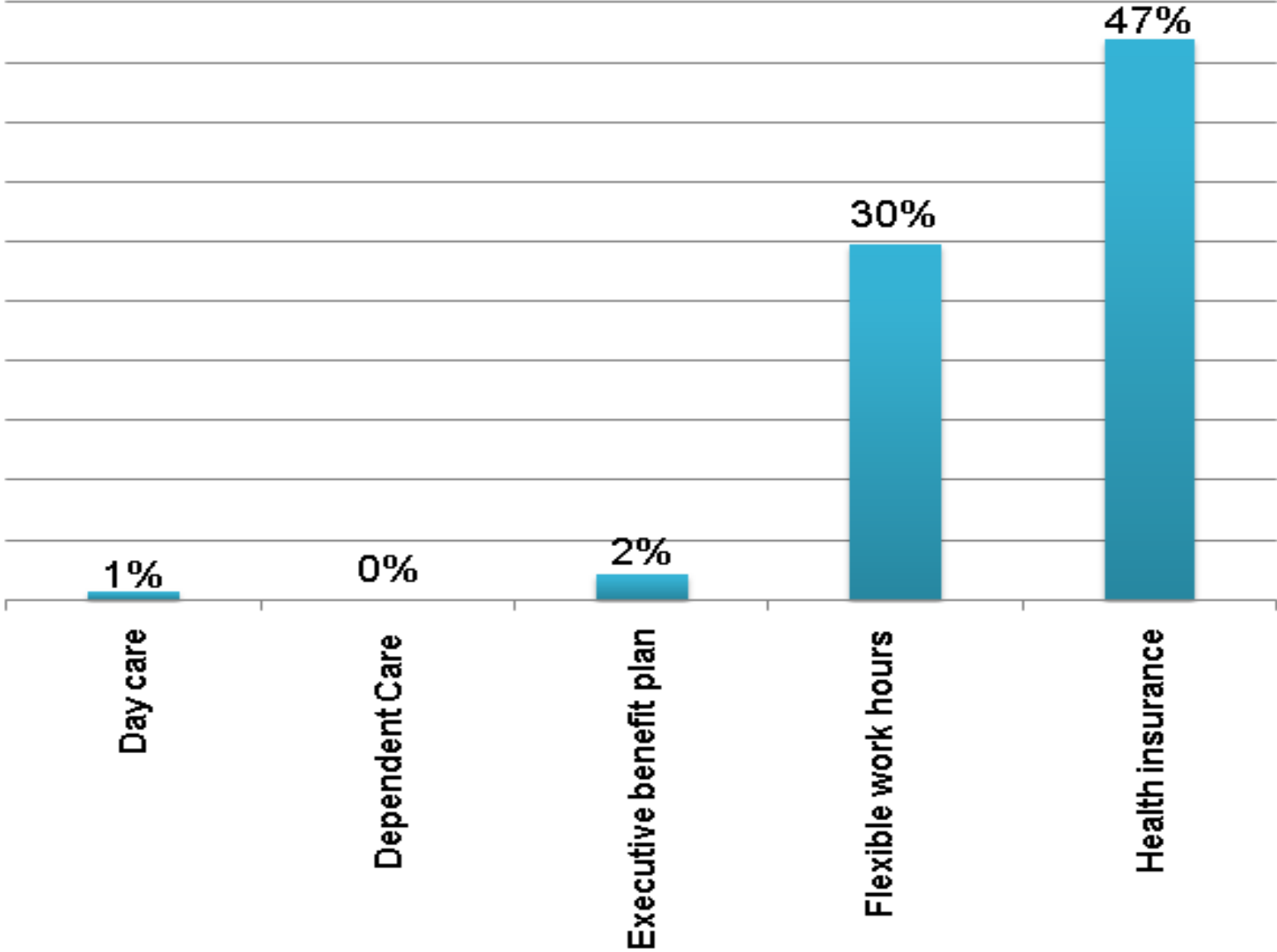


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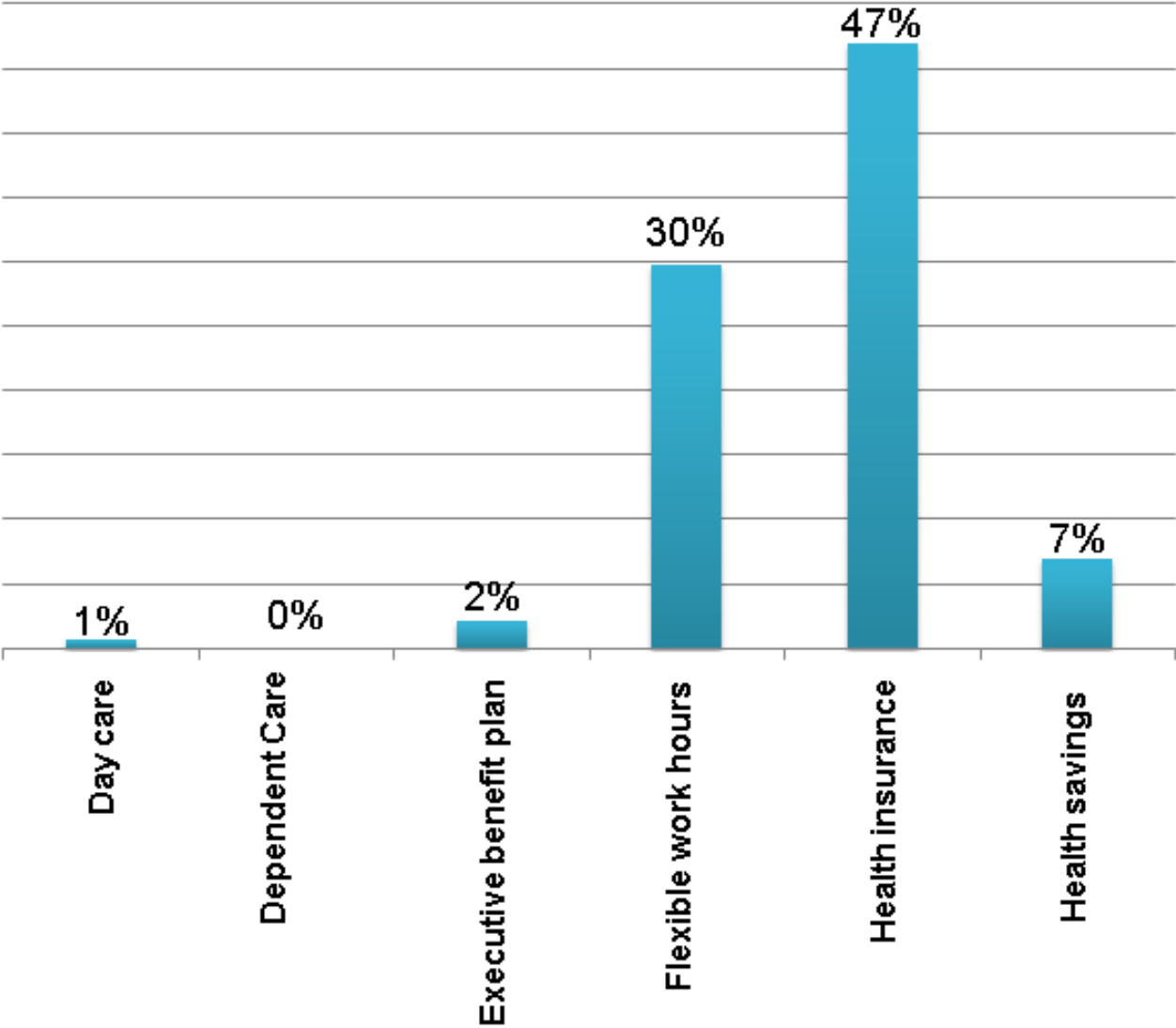
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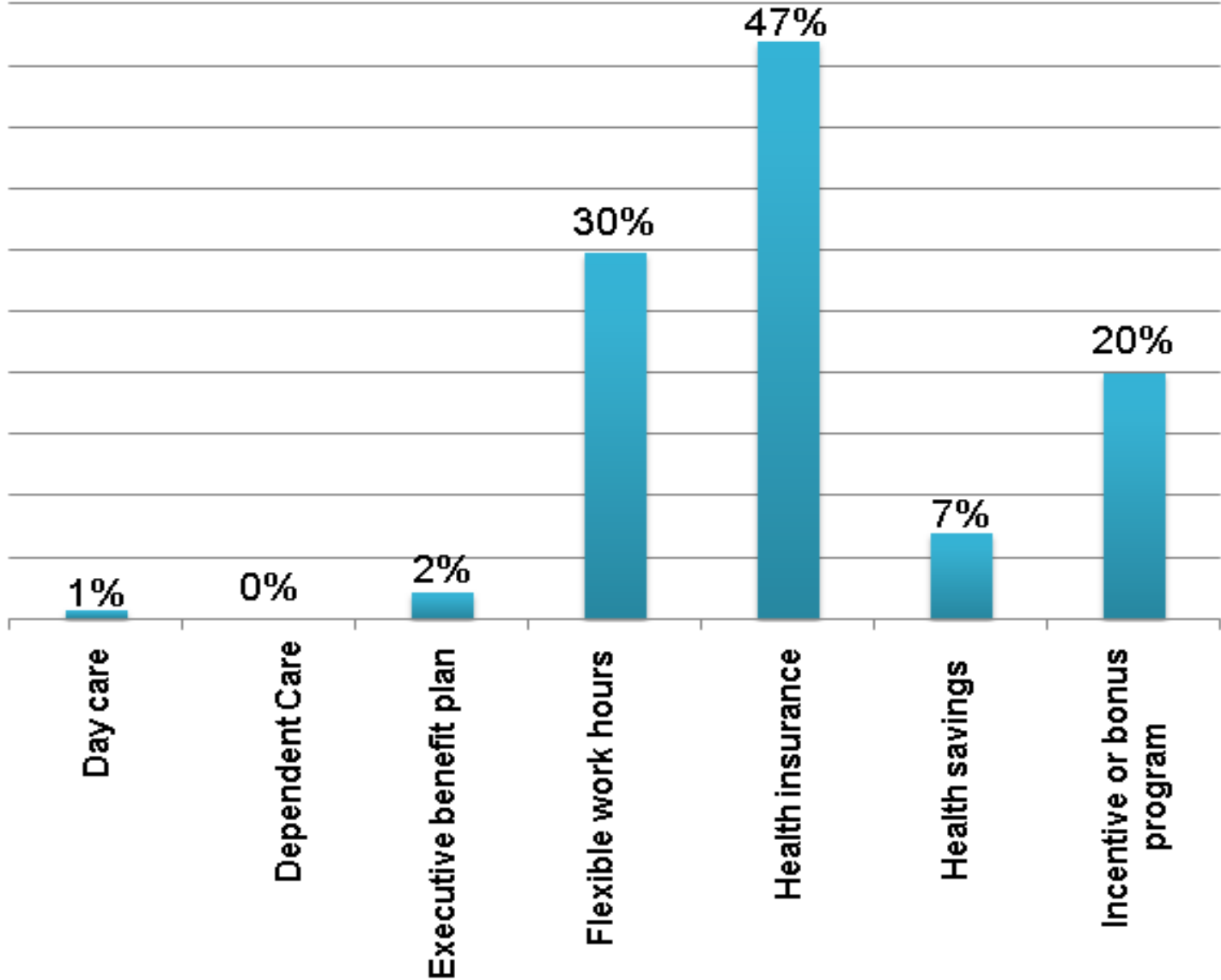
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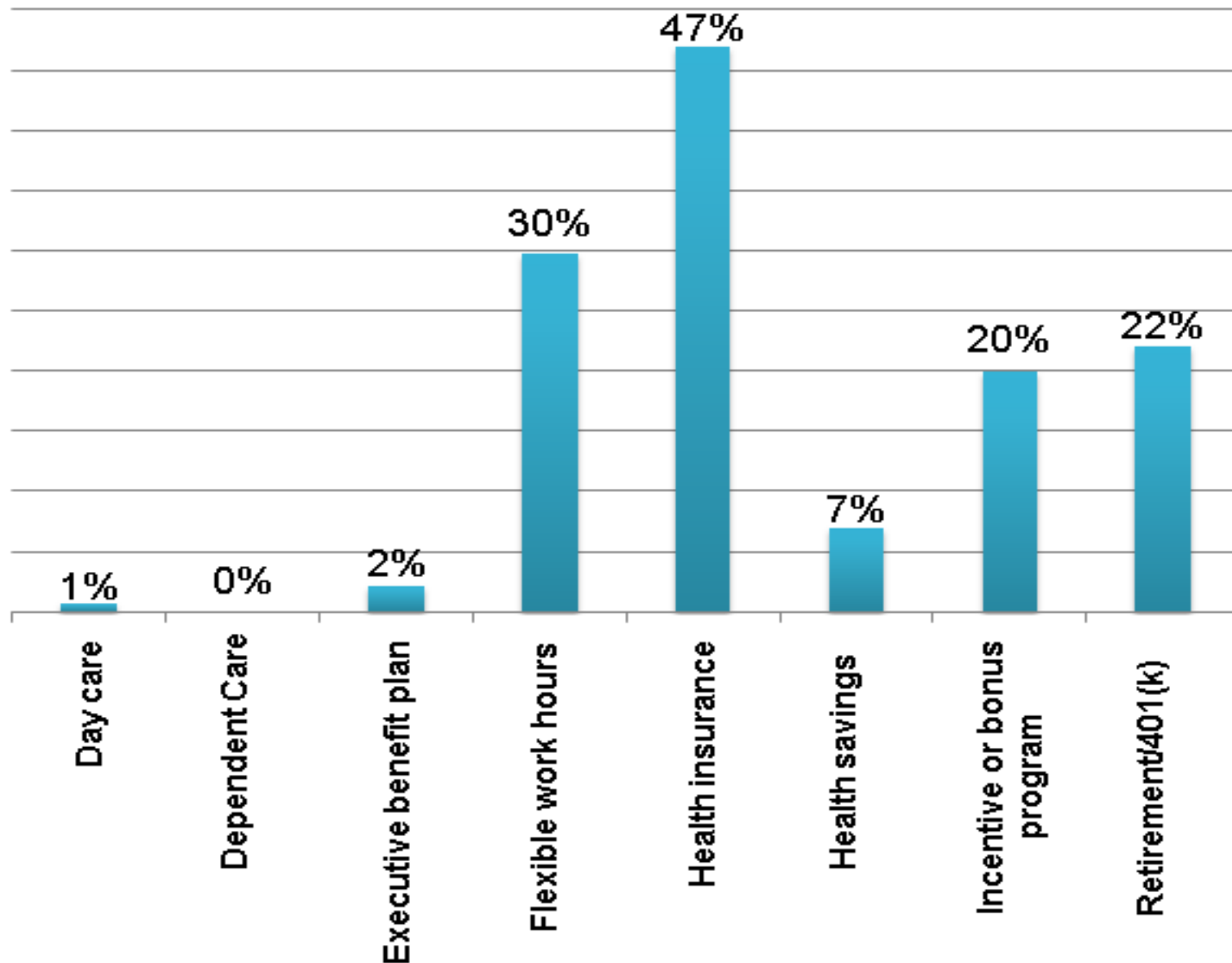
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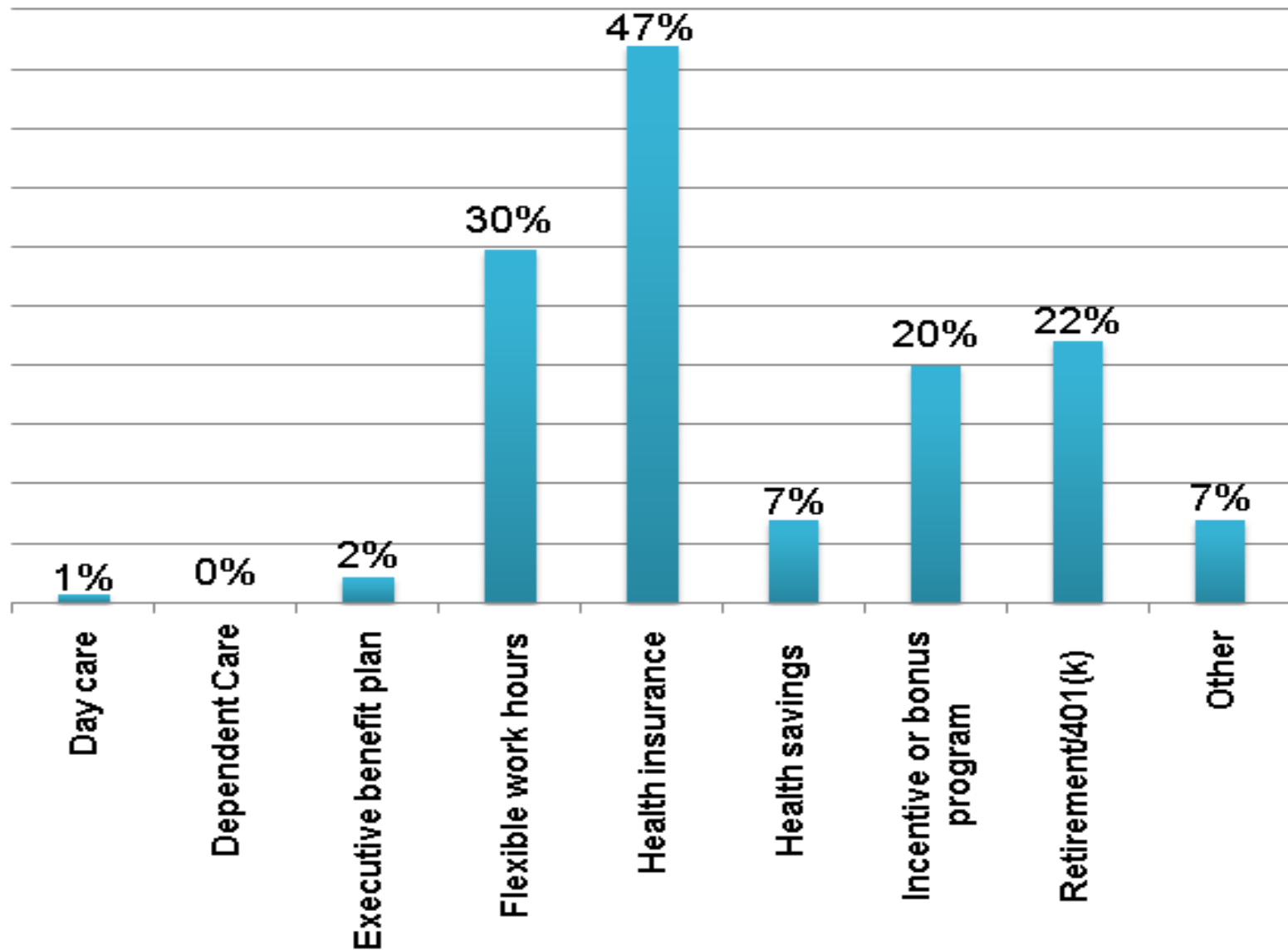
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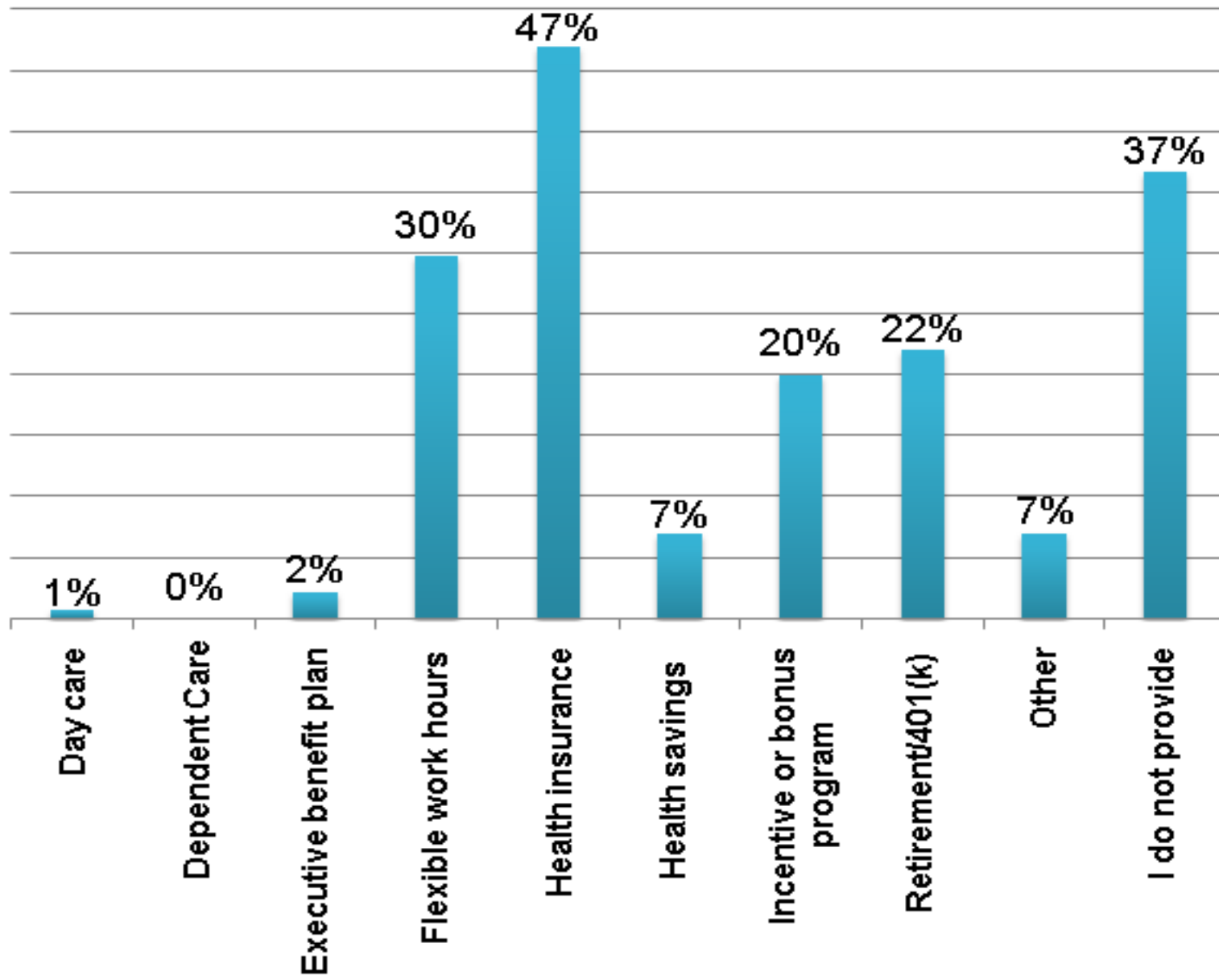
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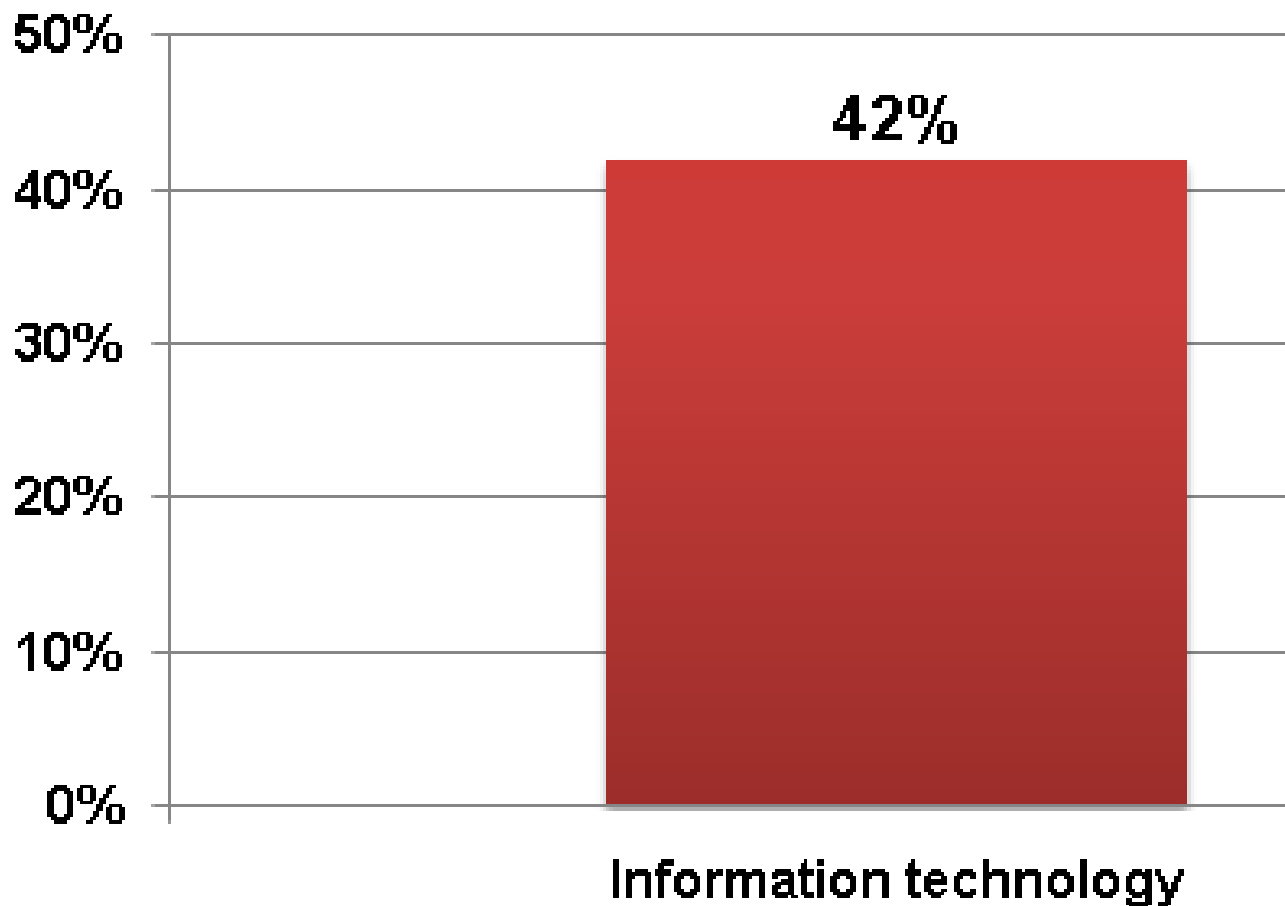
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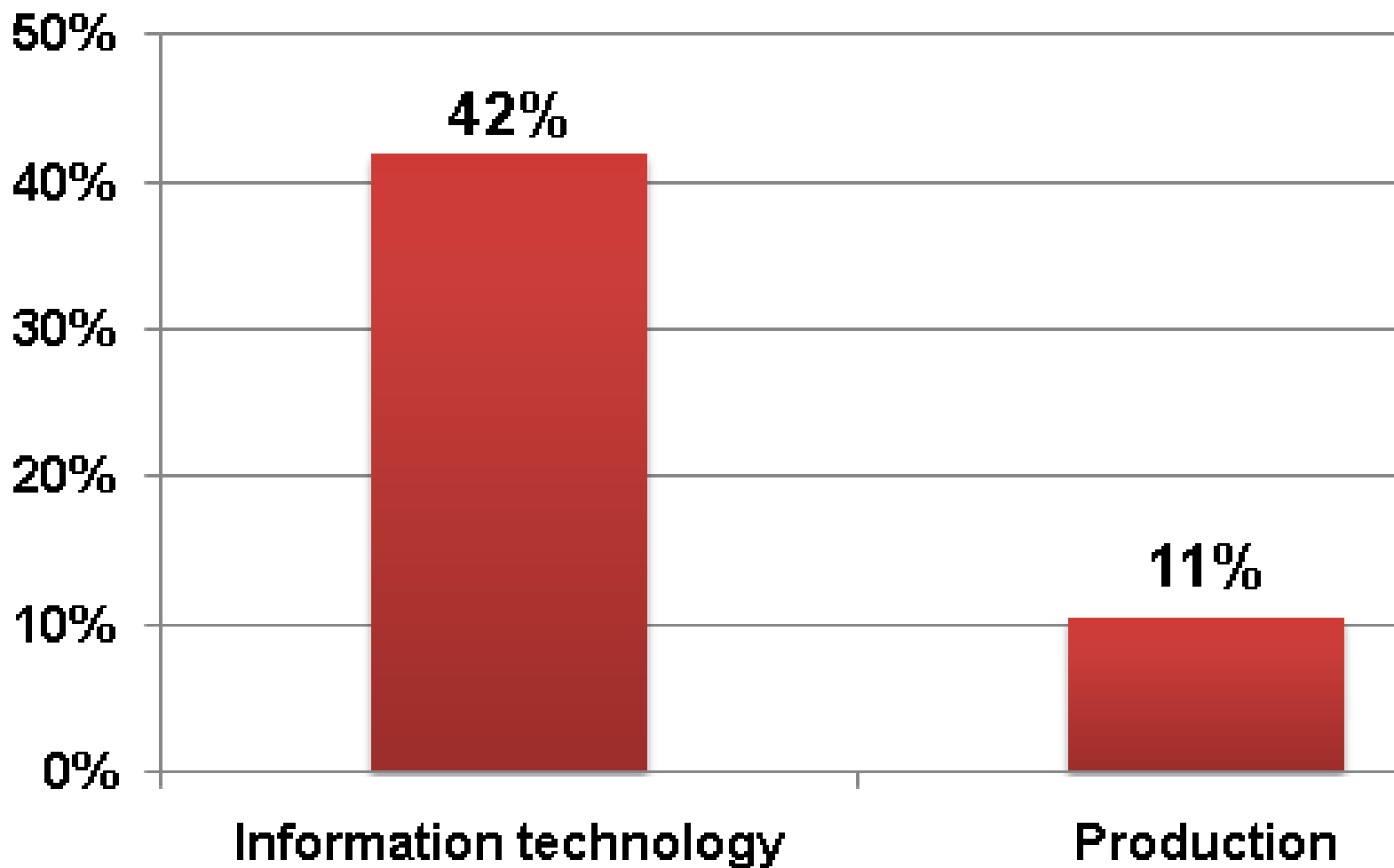
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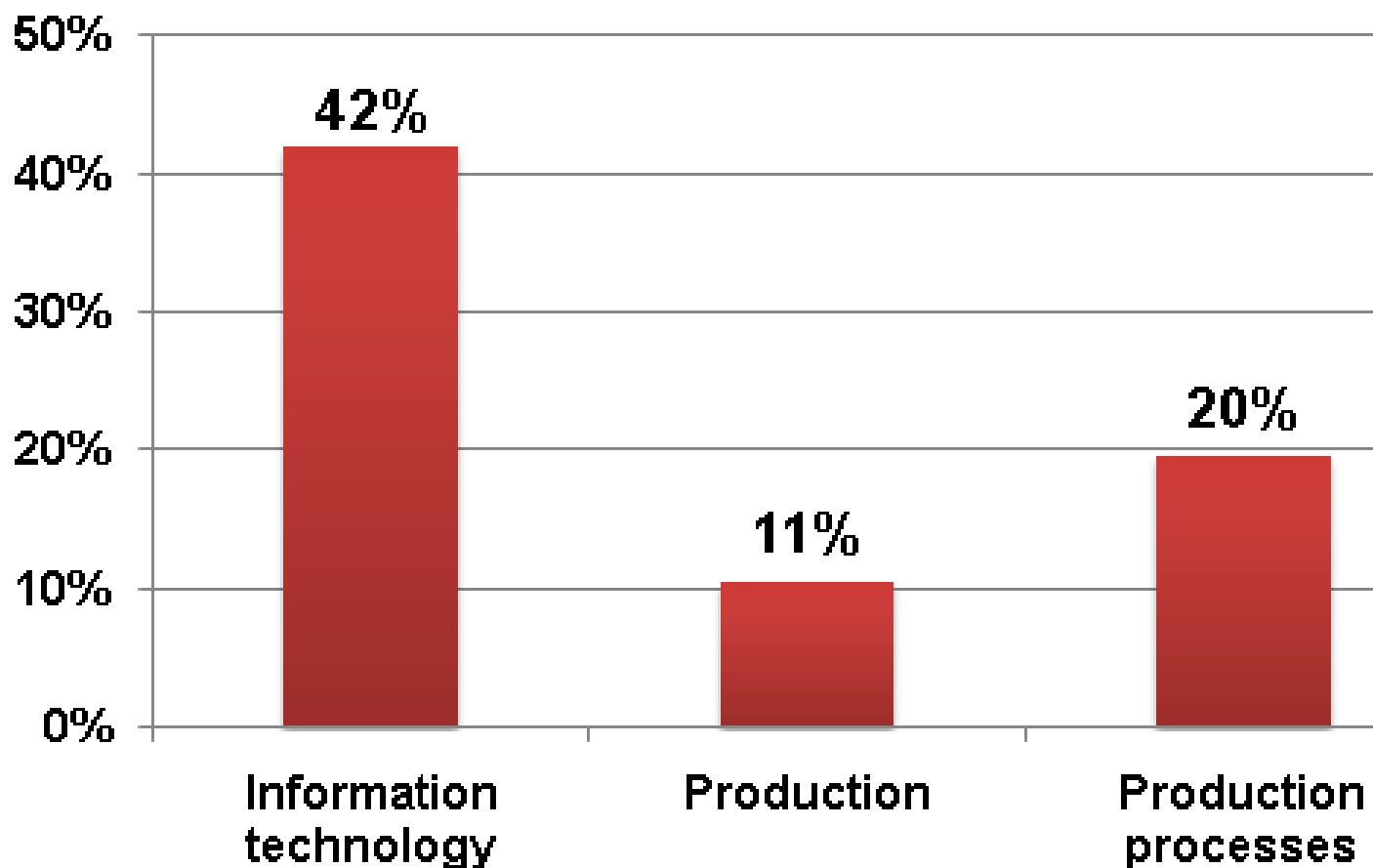
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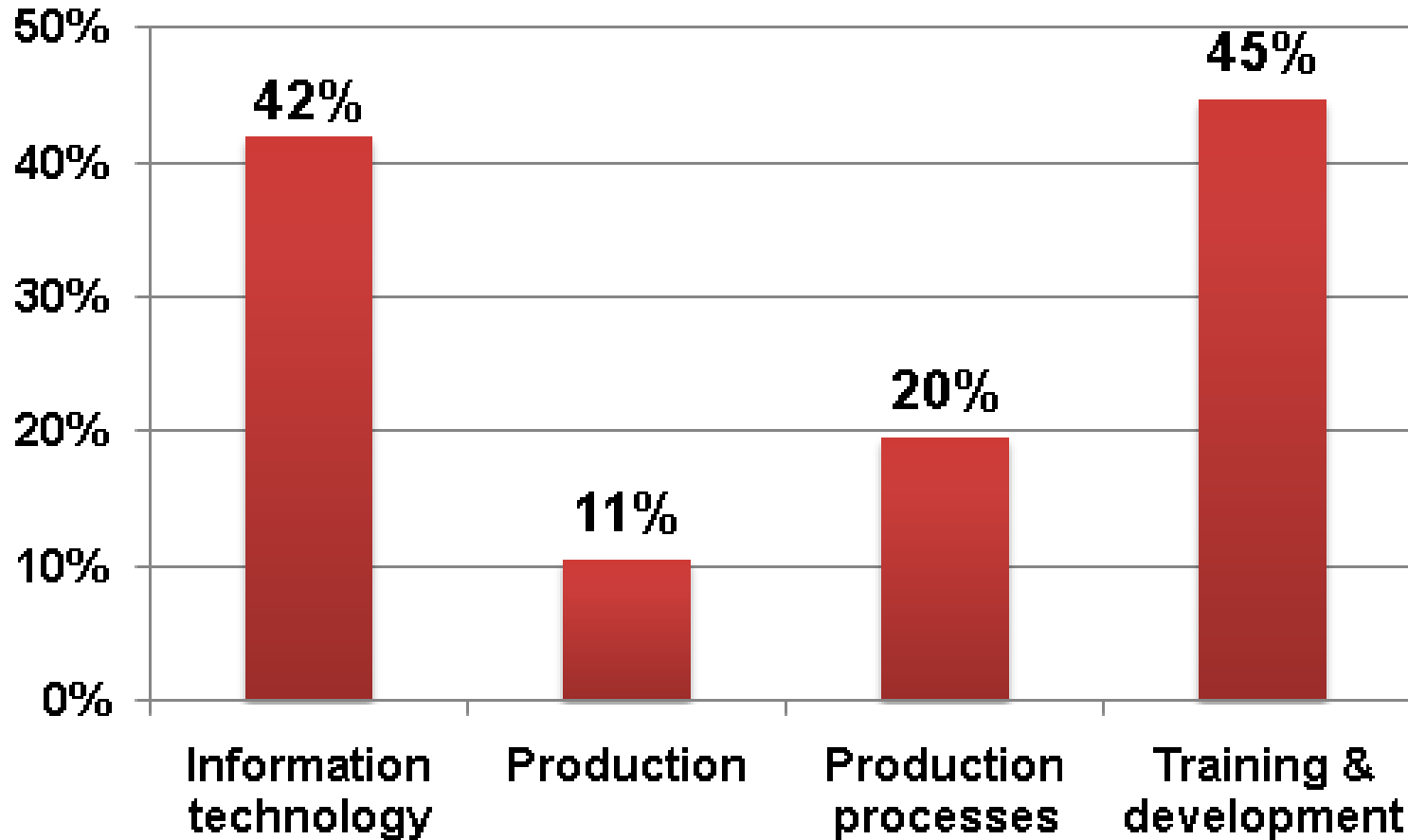
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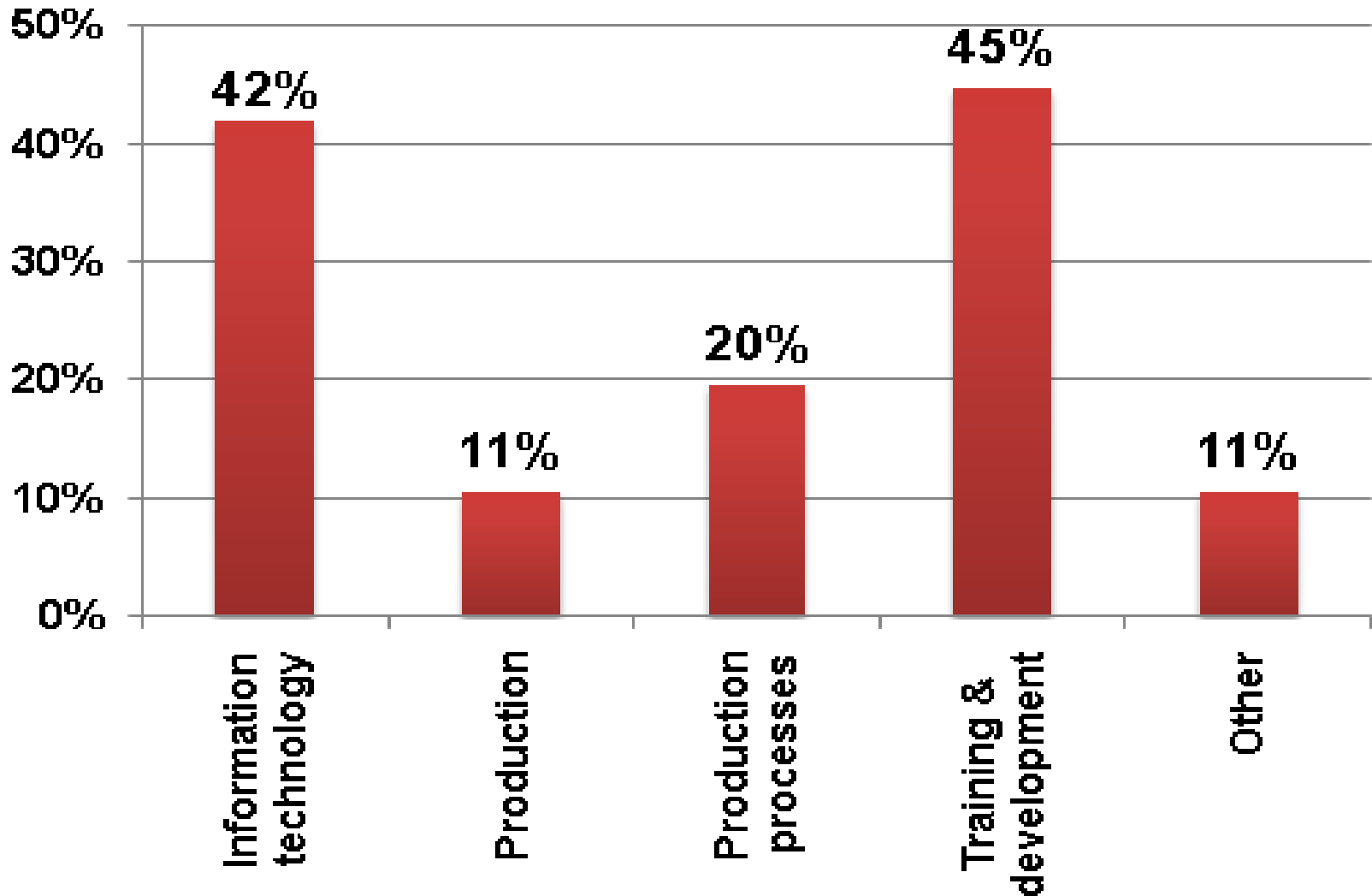
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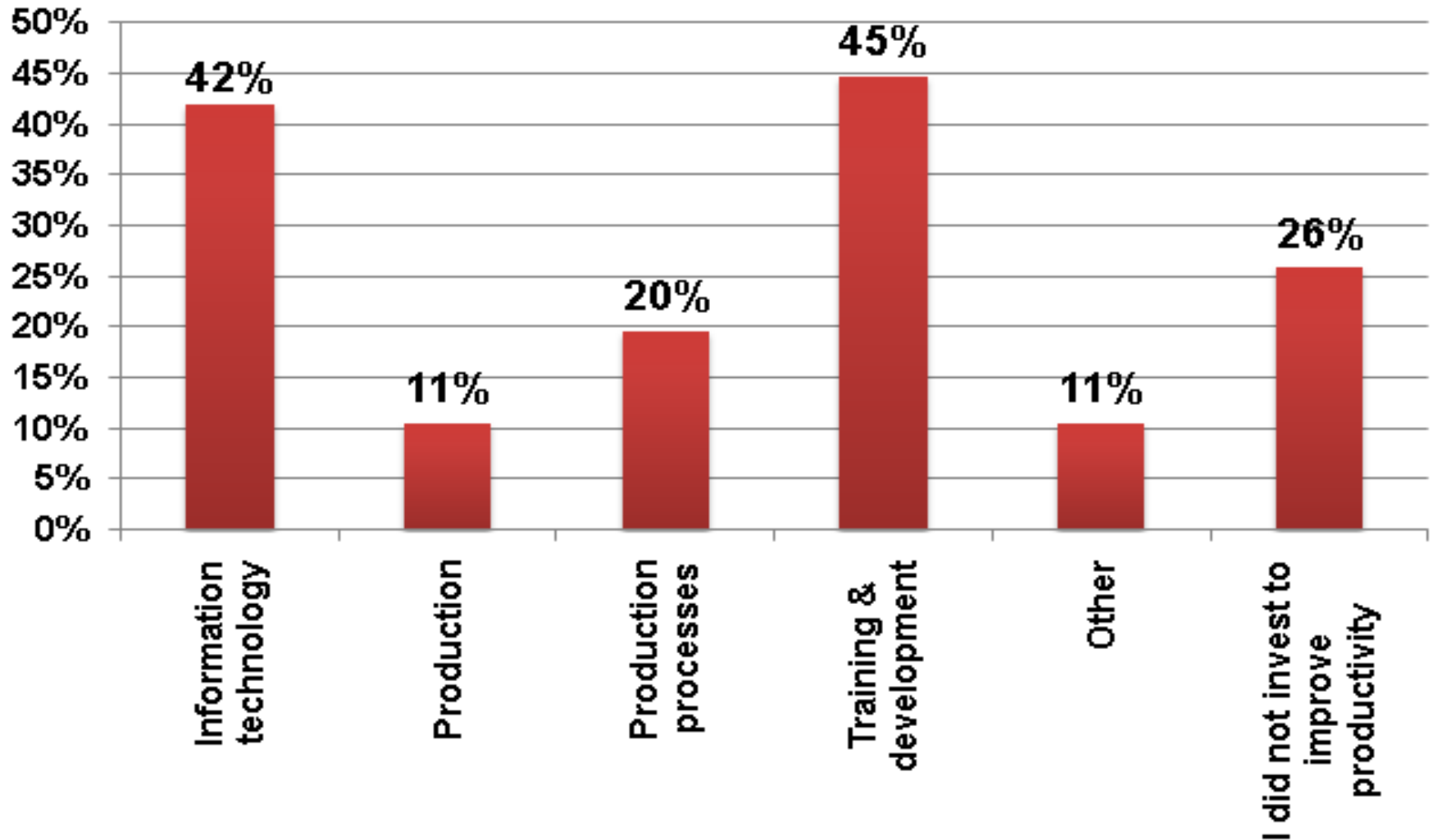
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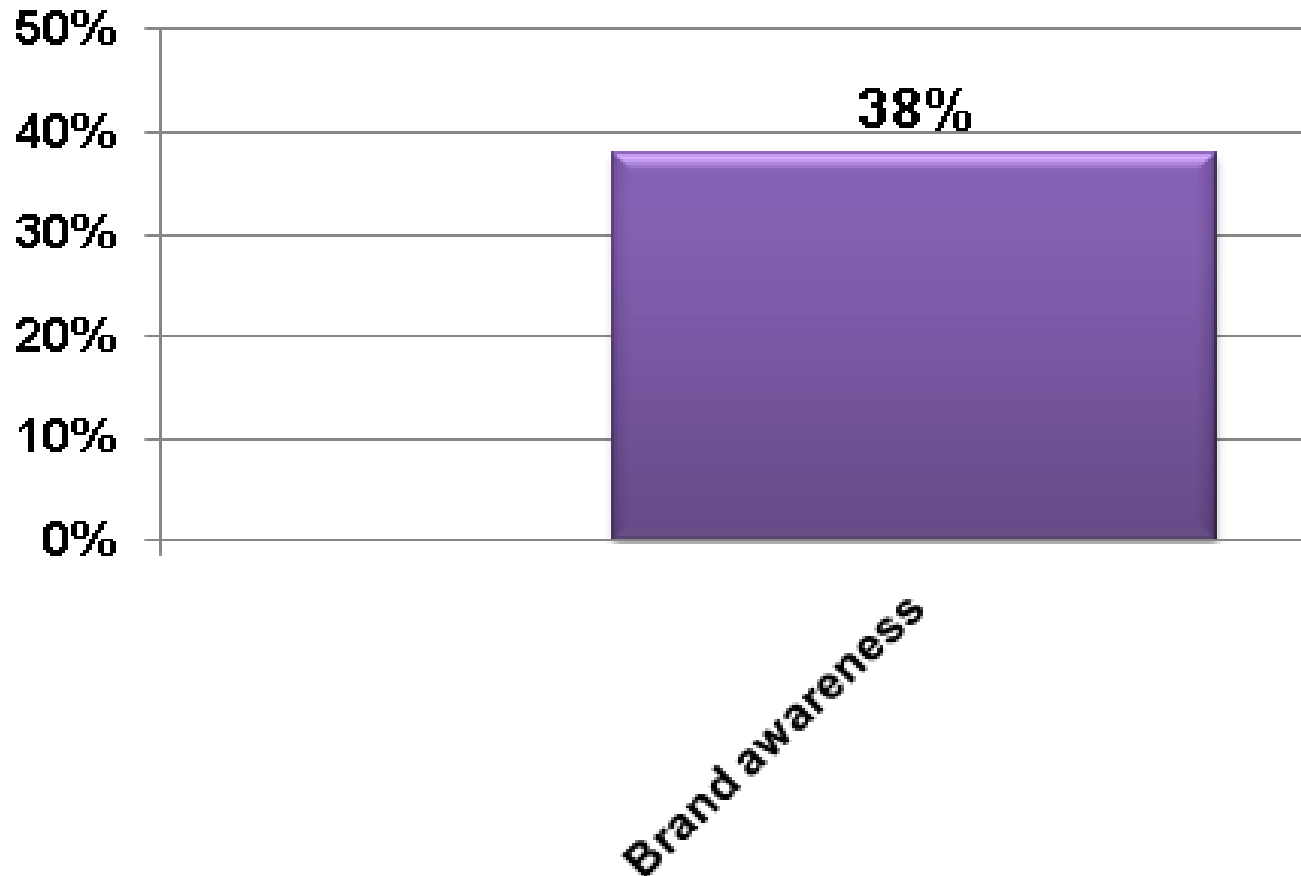
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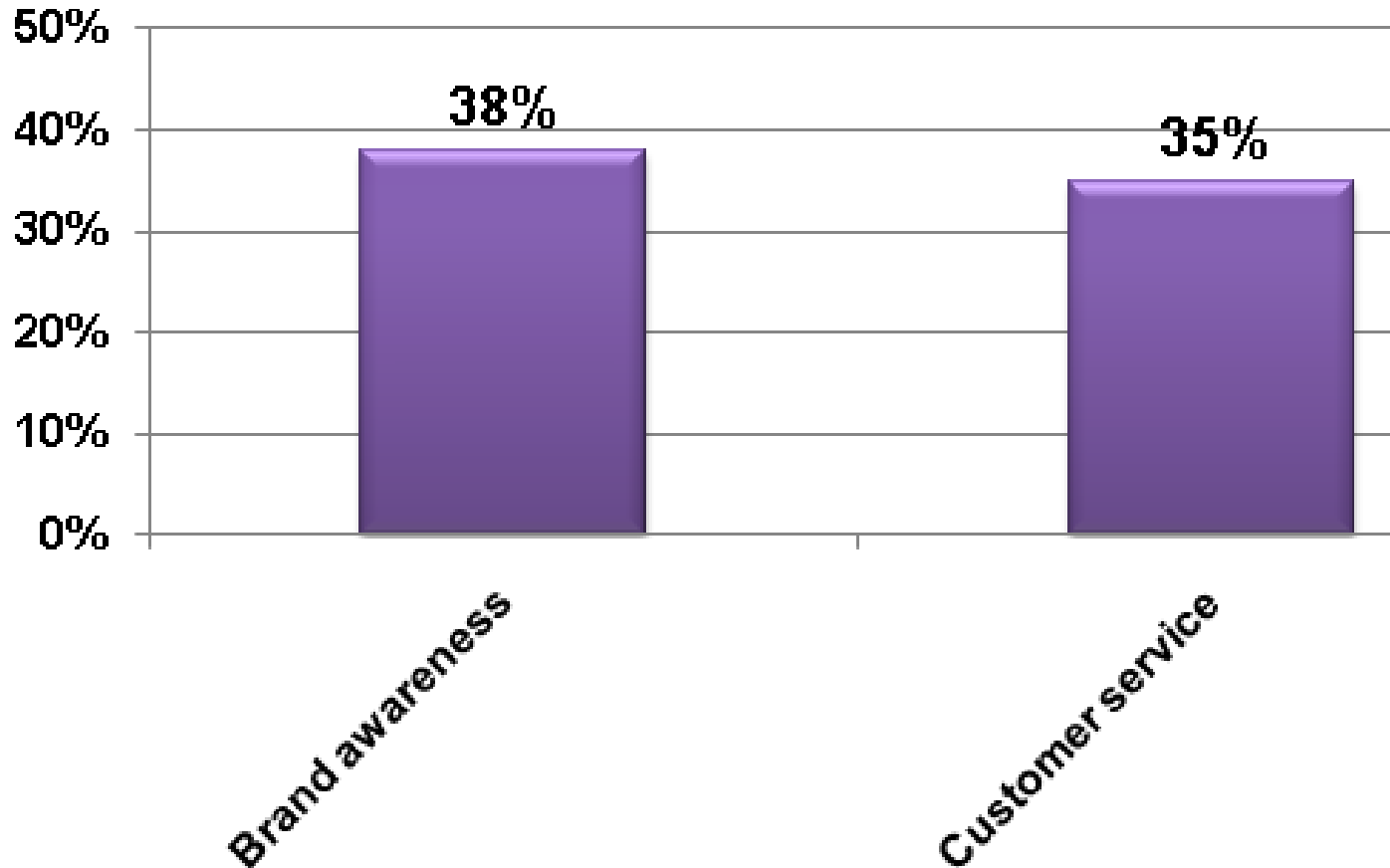
Online Strategy



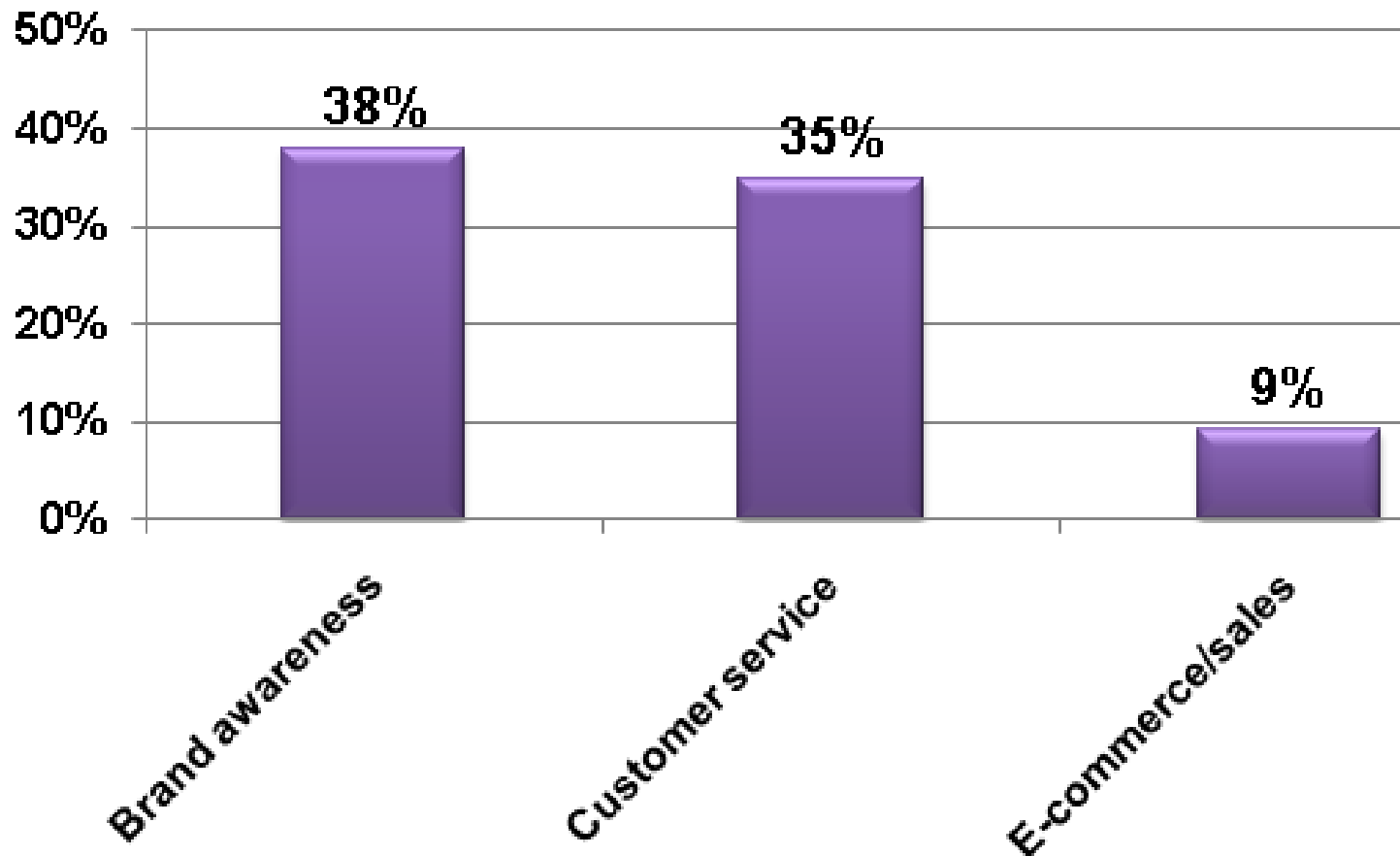
What are the main functions of your website?



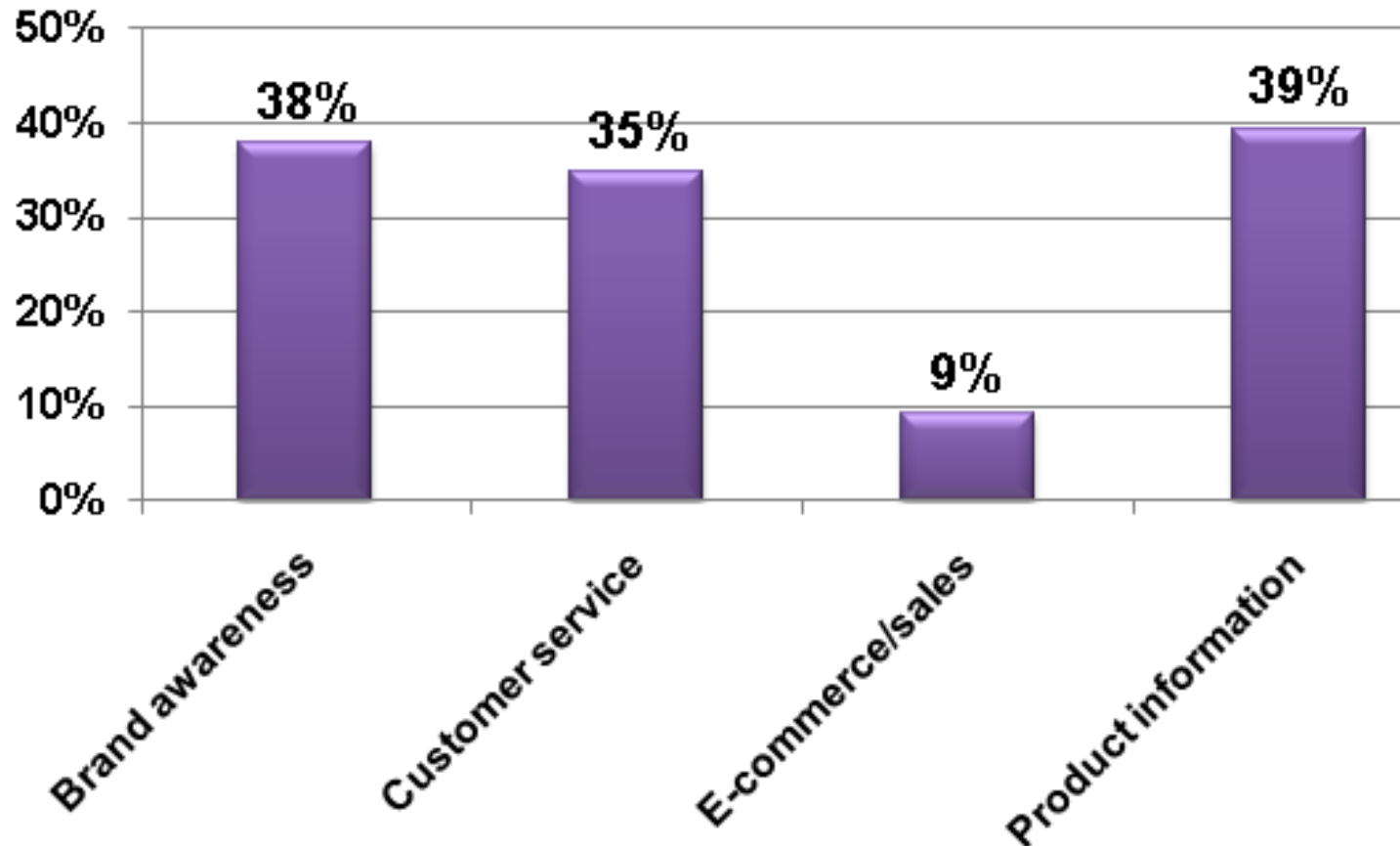
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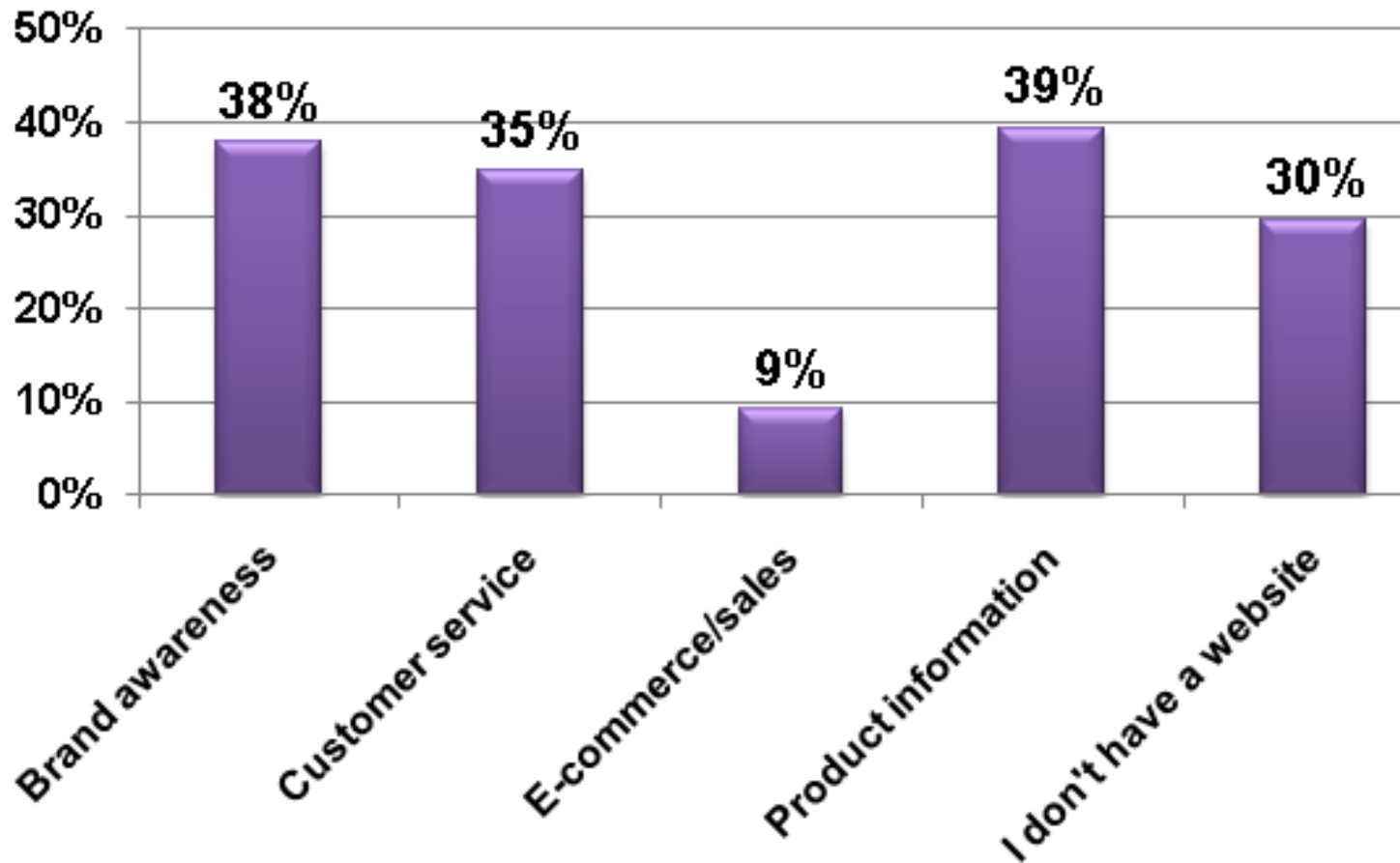
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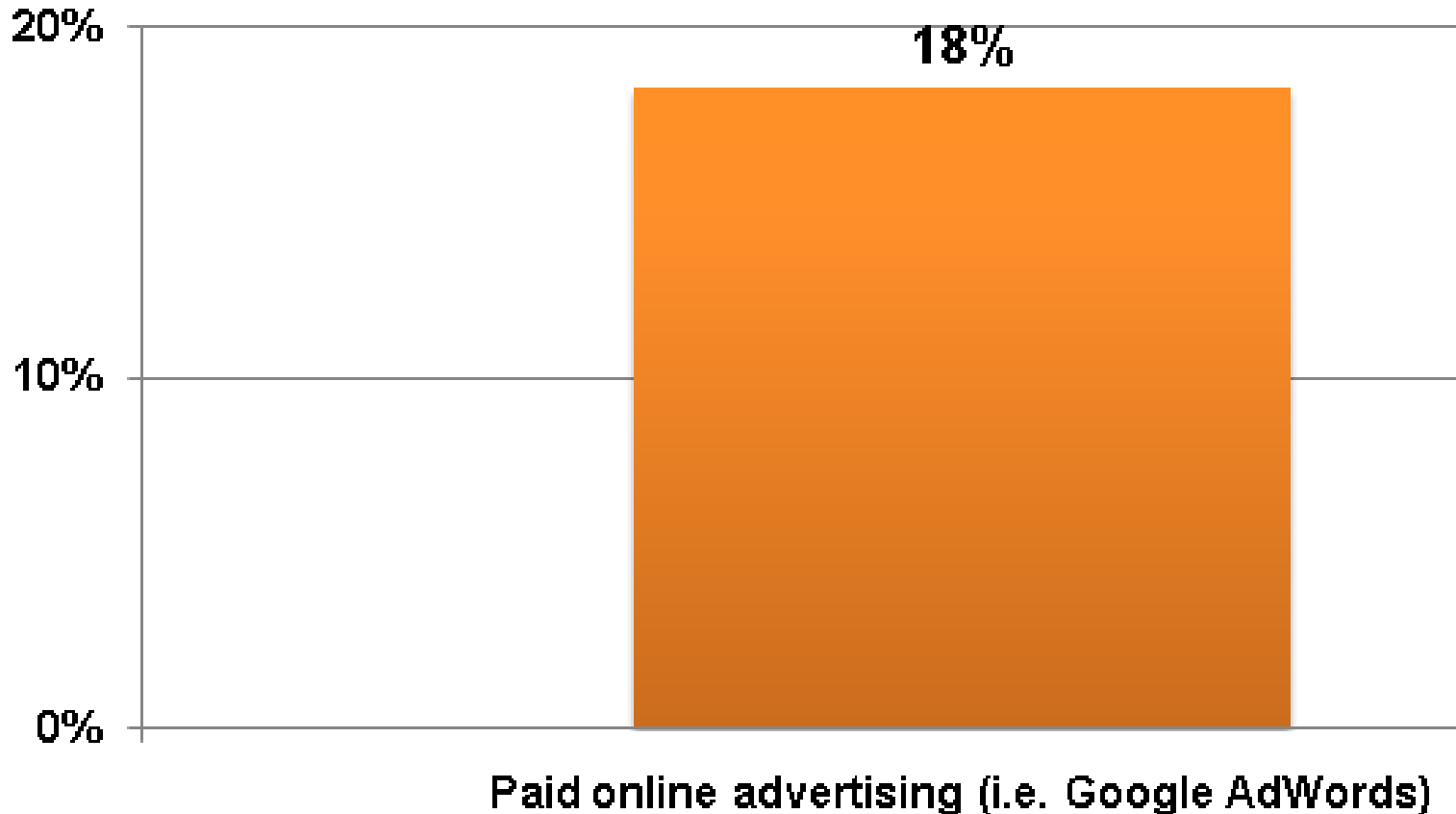
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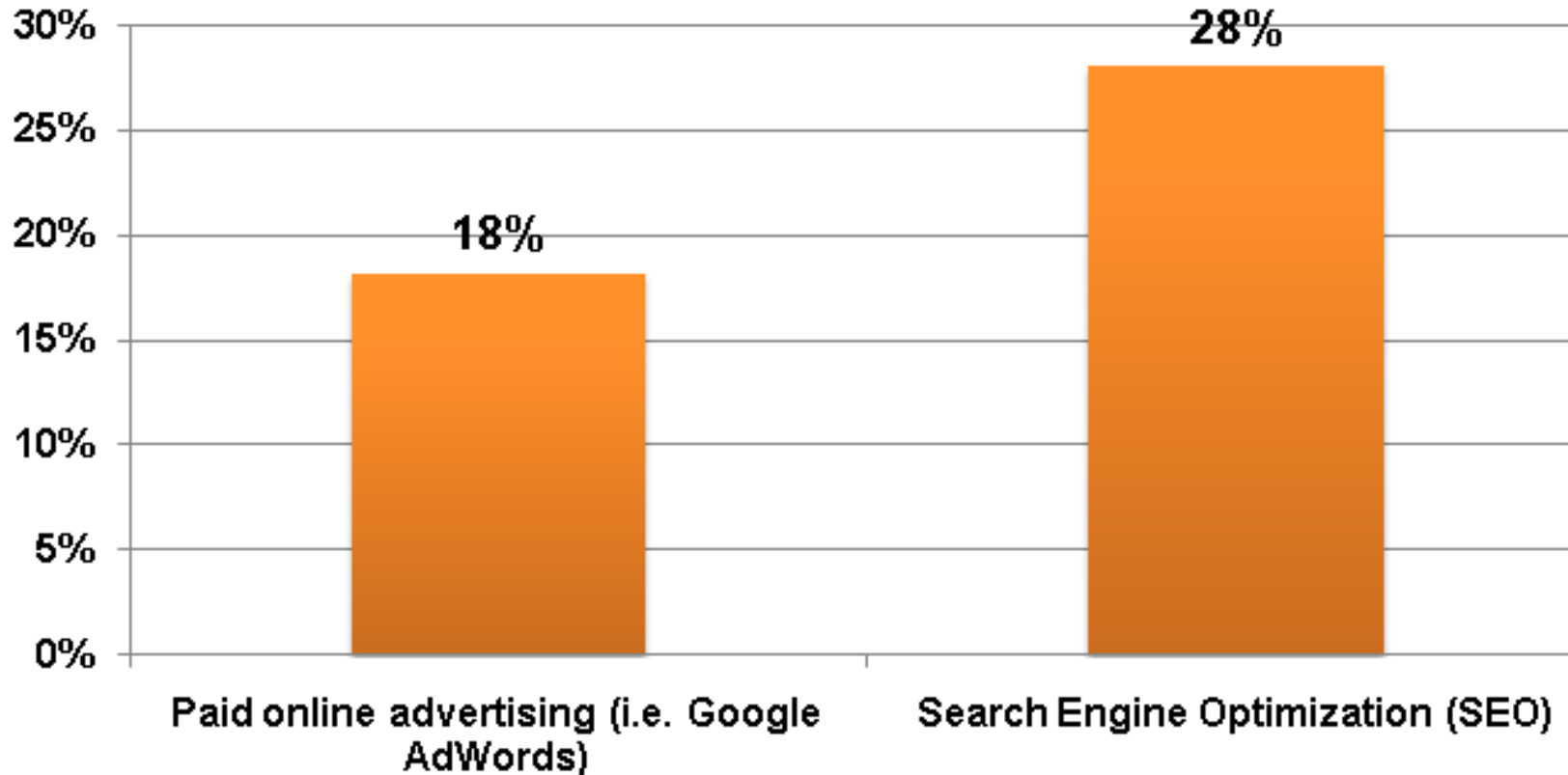
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What online strategies do you use to promote your business?

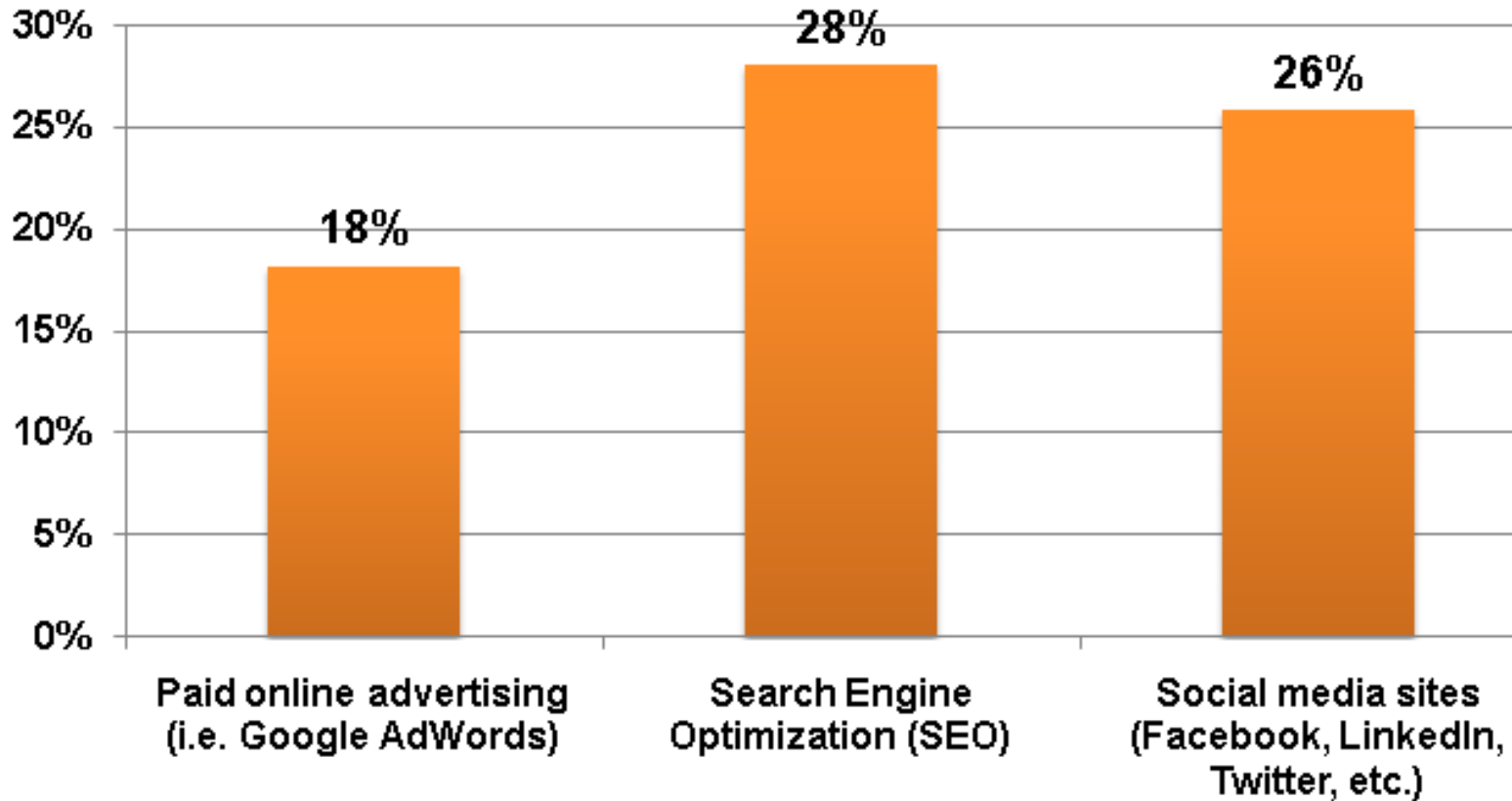


What online strategies do you use to promote your business?



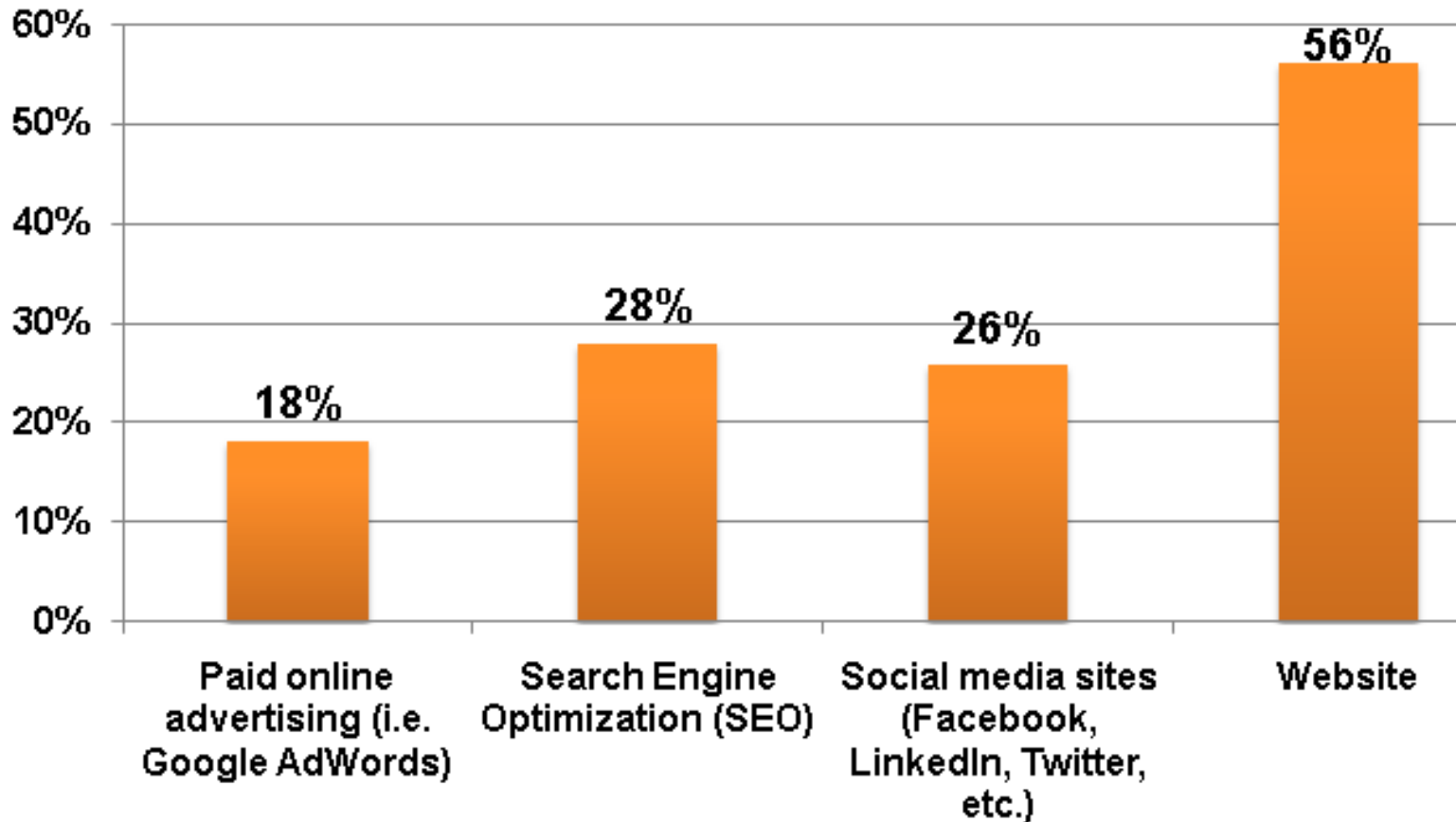
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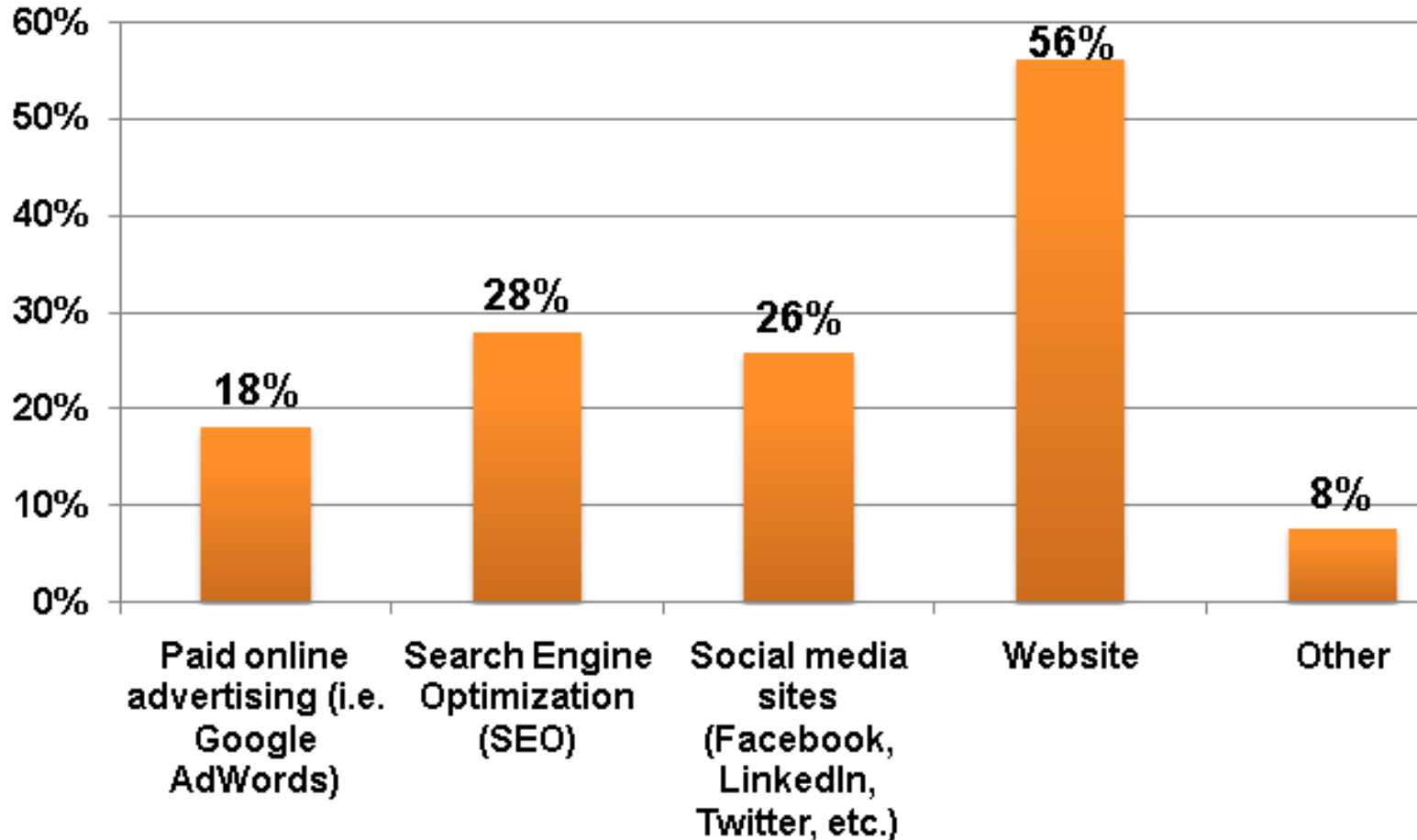
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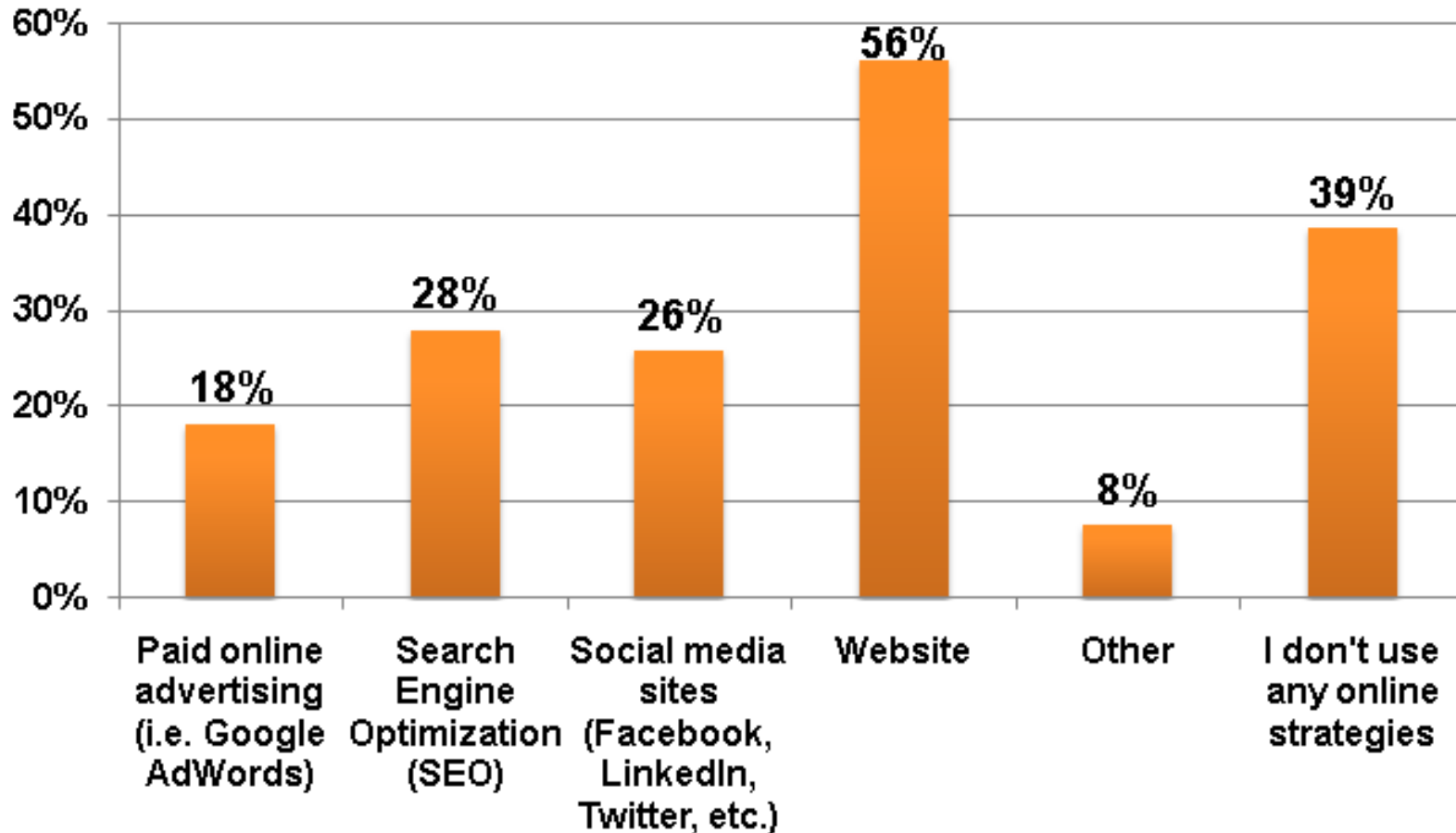
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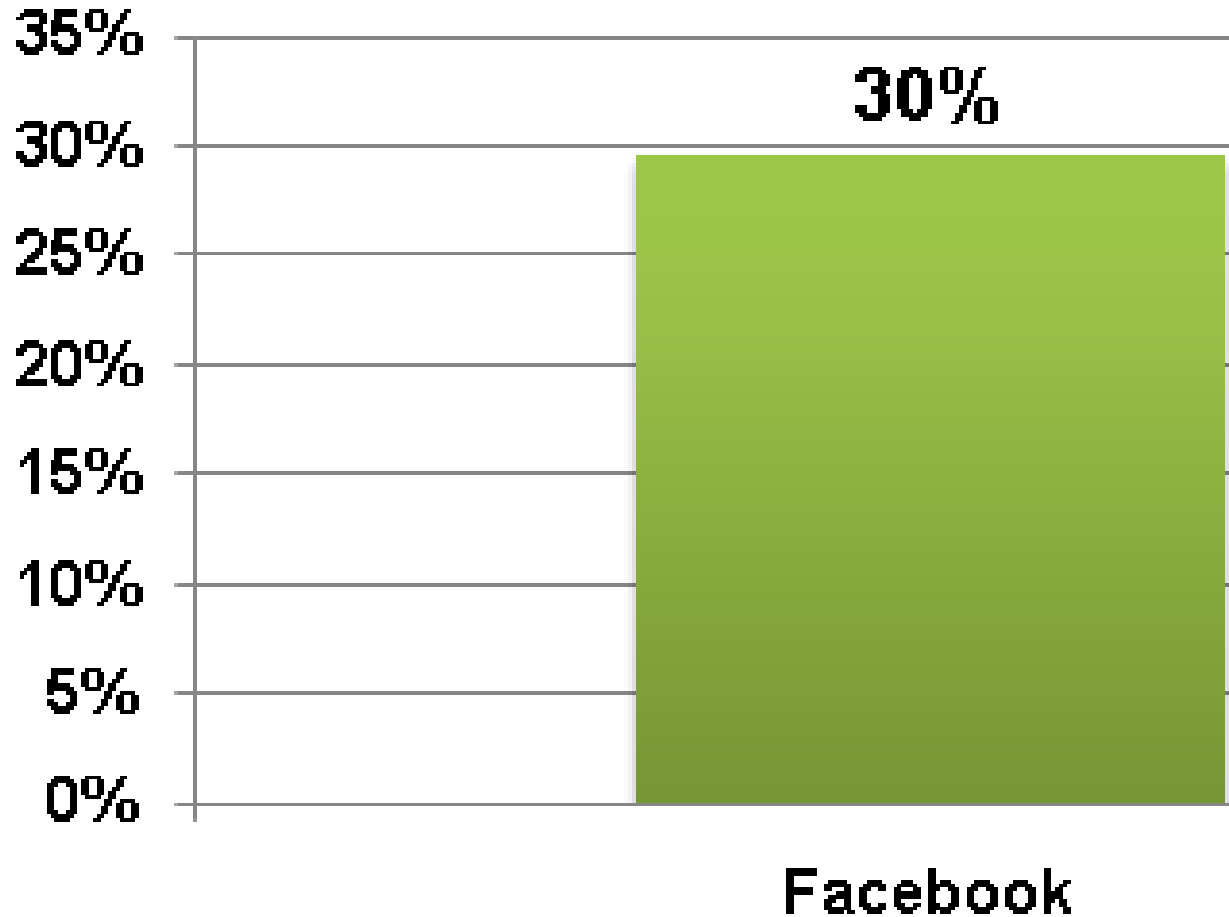
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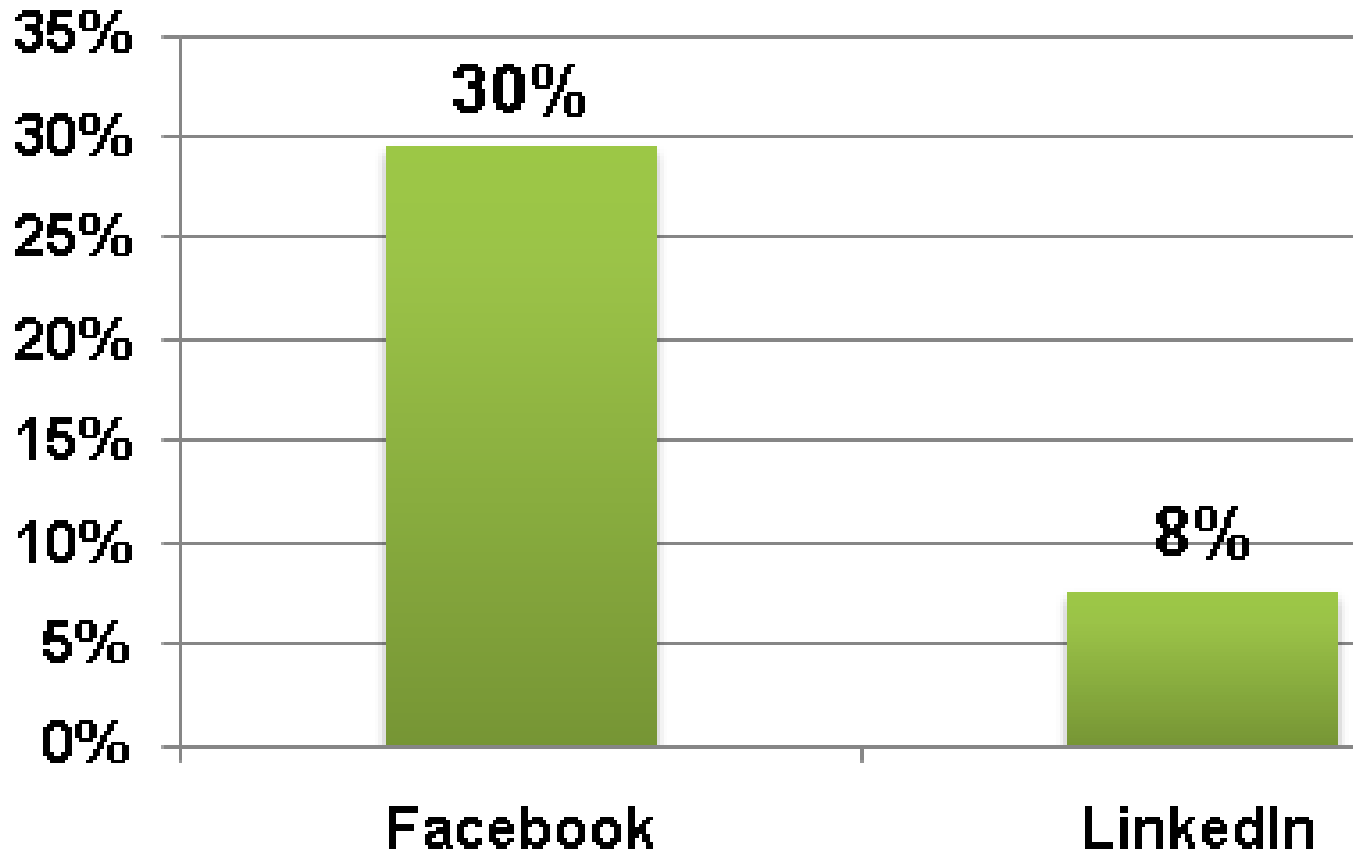


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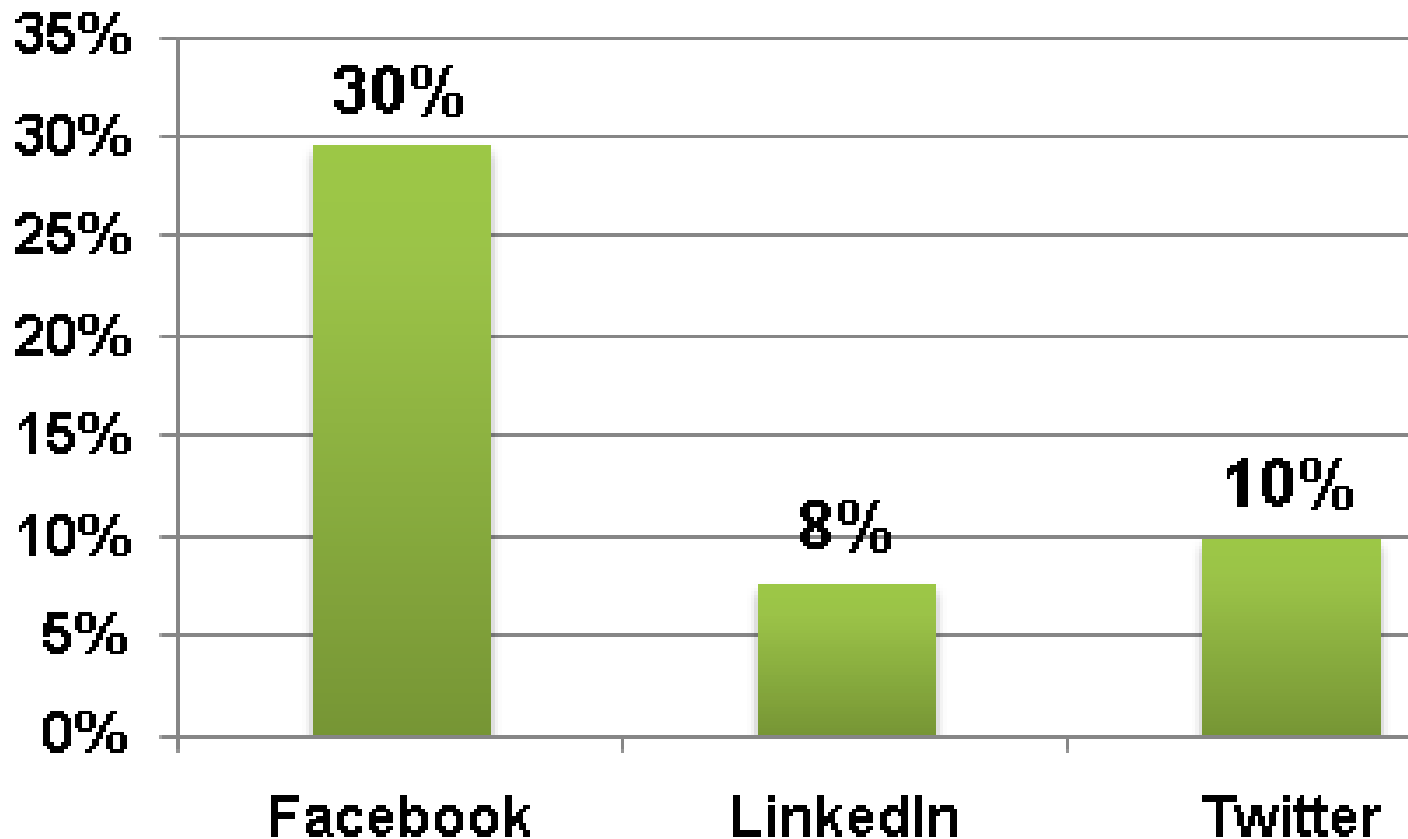
If you use social media sites to promote your business, what sites do you use?



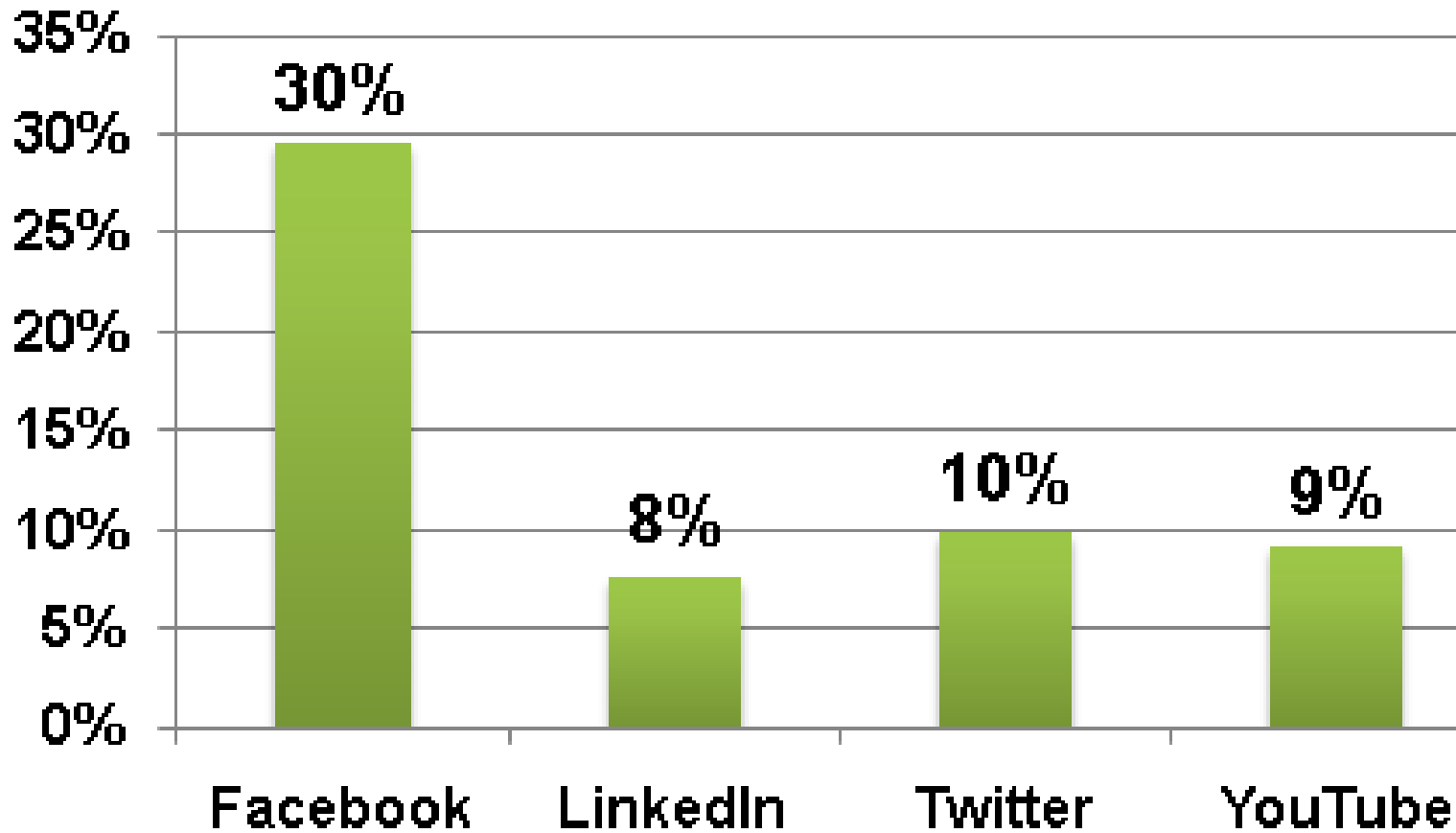
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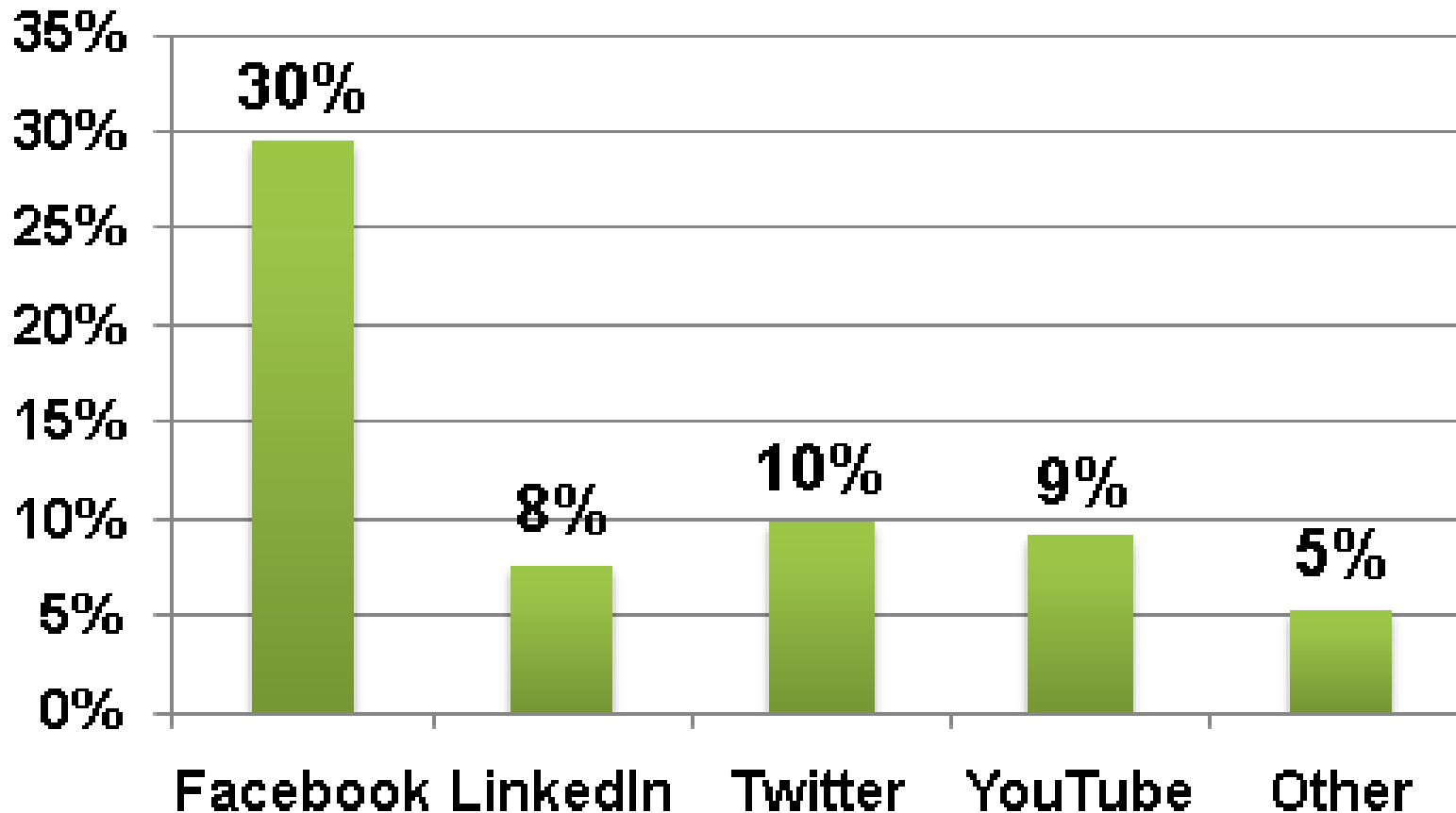
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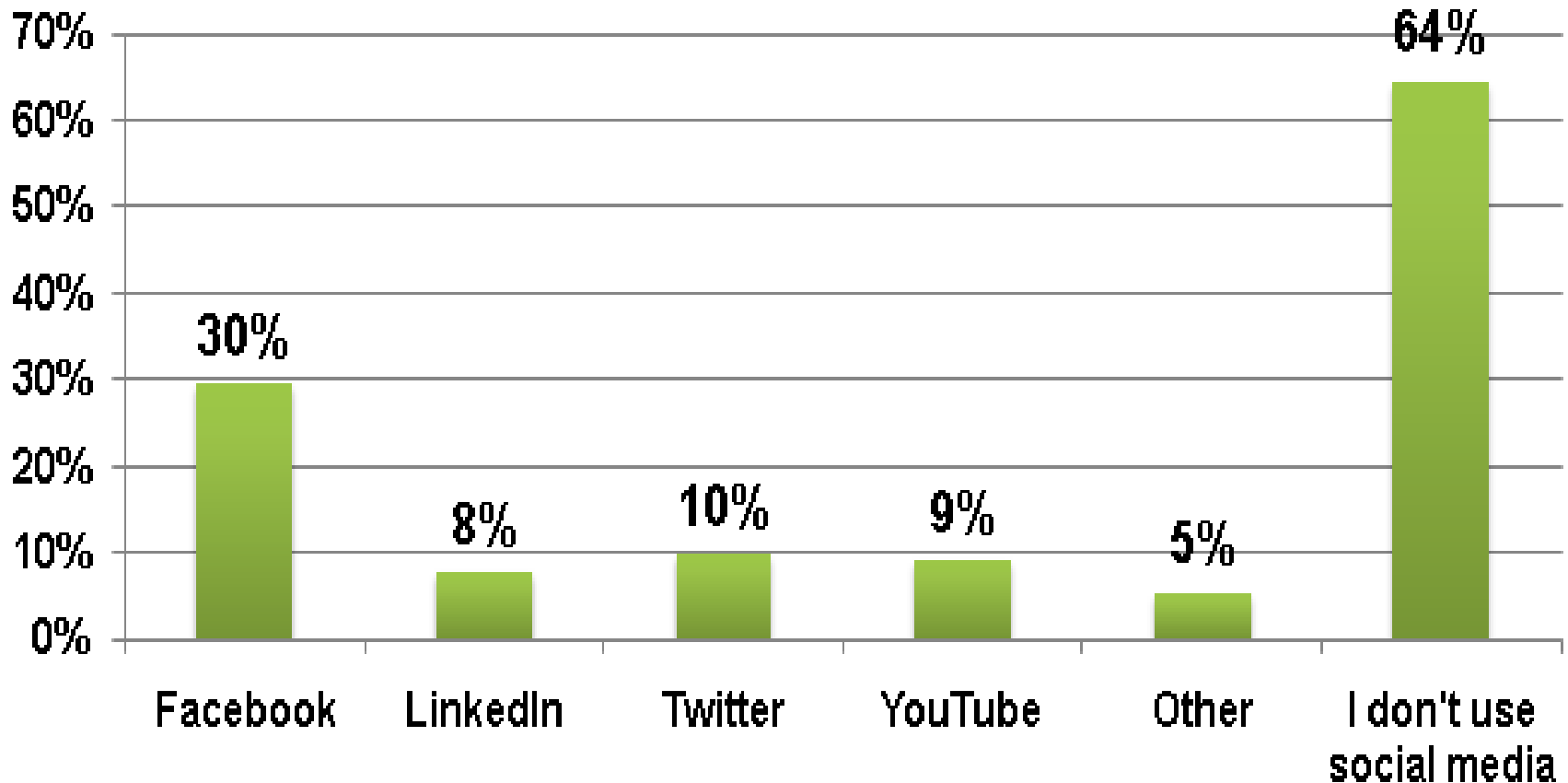
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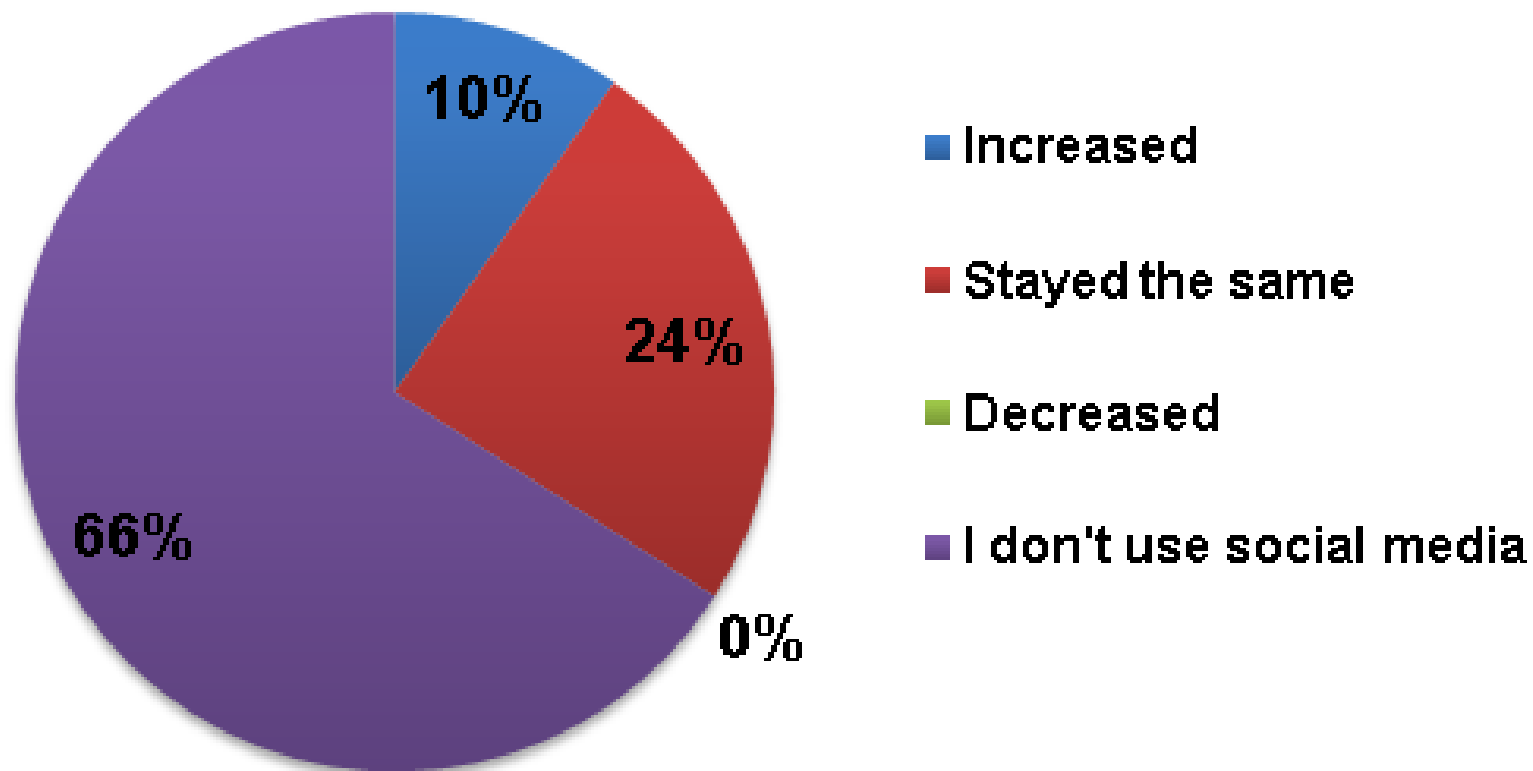
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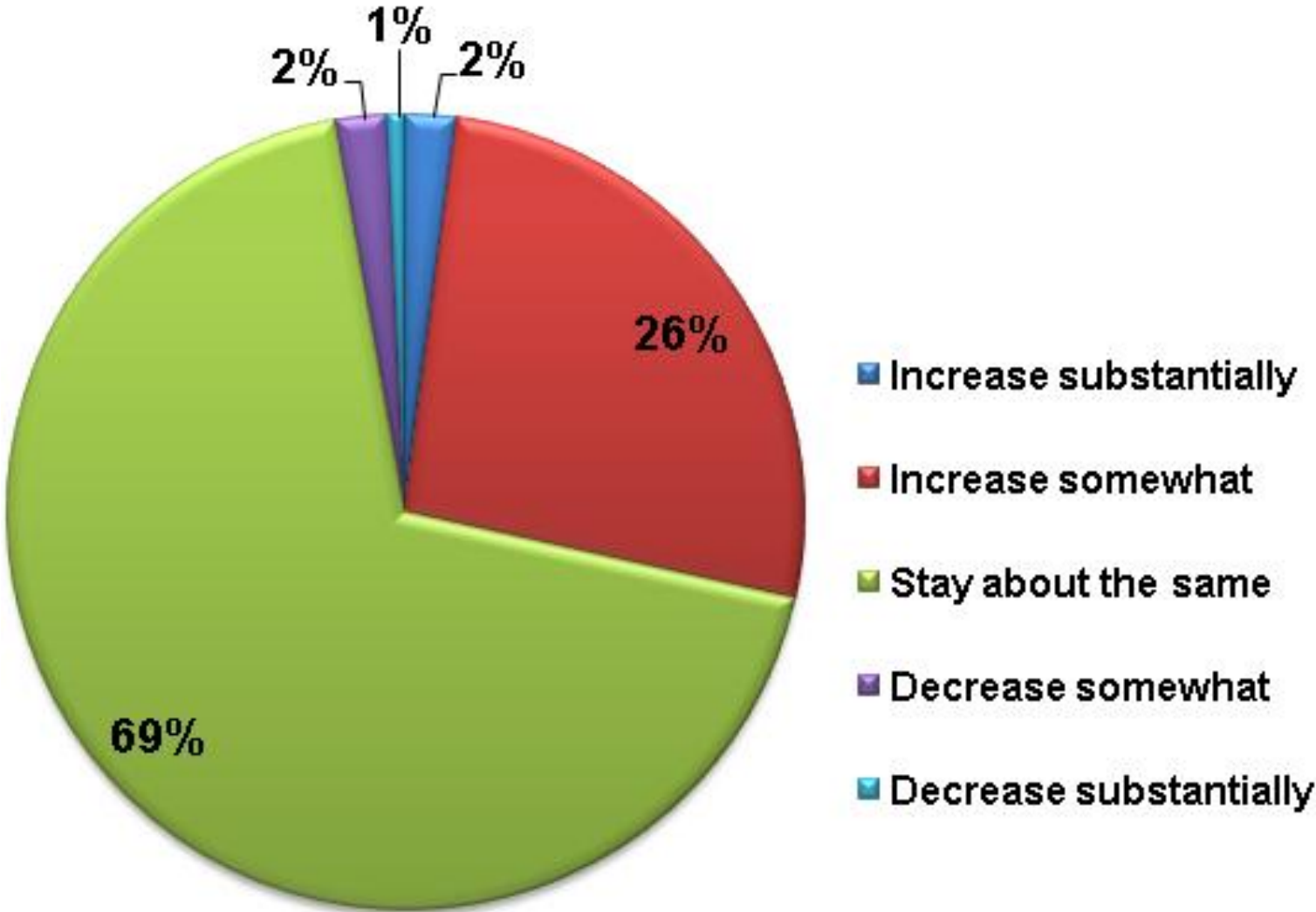
If you use social media, how has it impacted your sales?



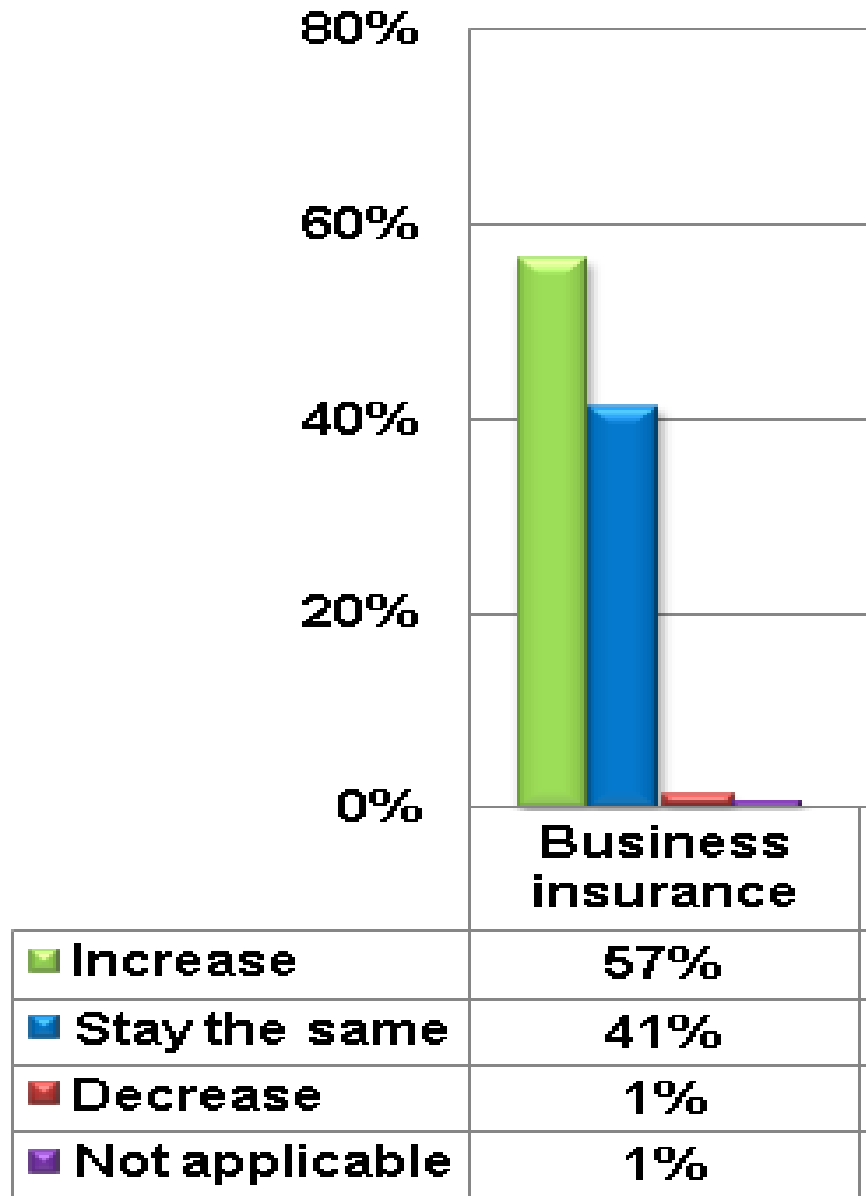
2011 Industry Outlook



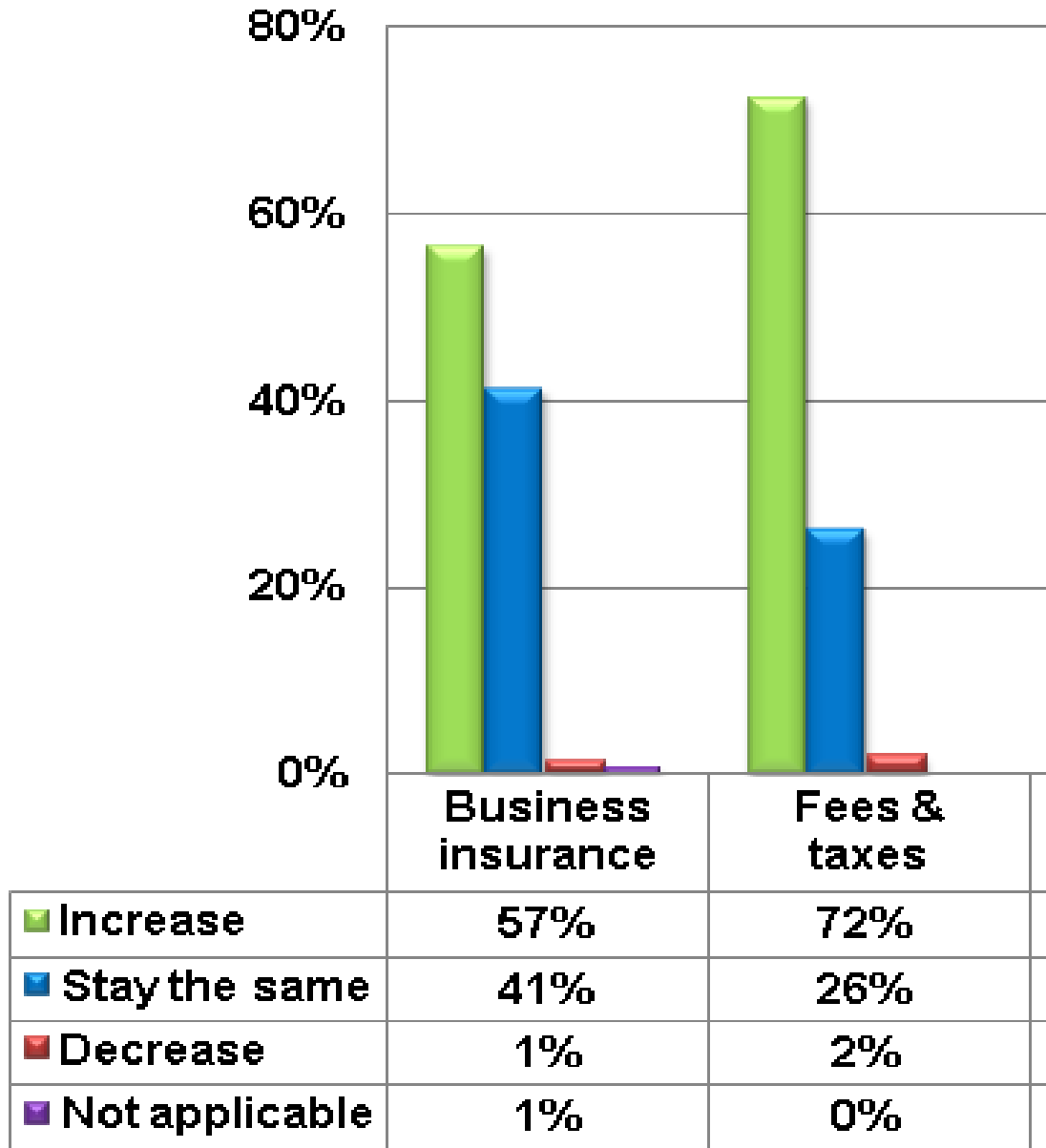
Do you anticipate 2011 employment levels at your company to:



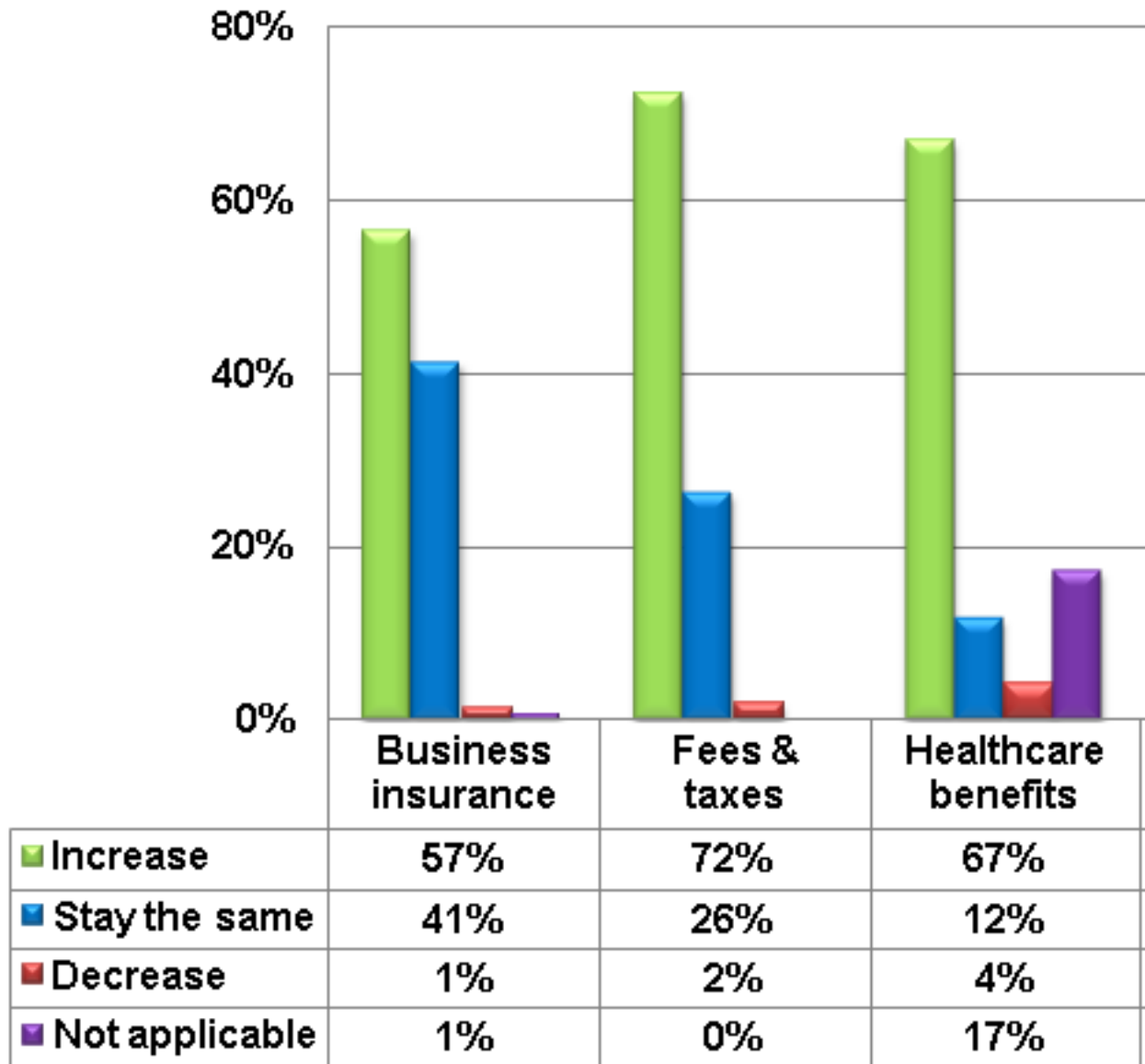
What are your company's expectations regarding the following cost items for 2011 vs. 2010?



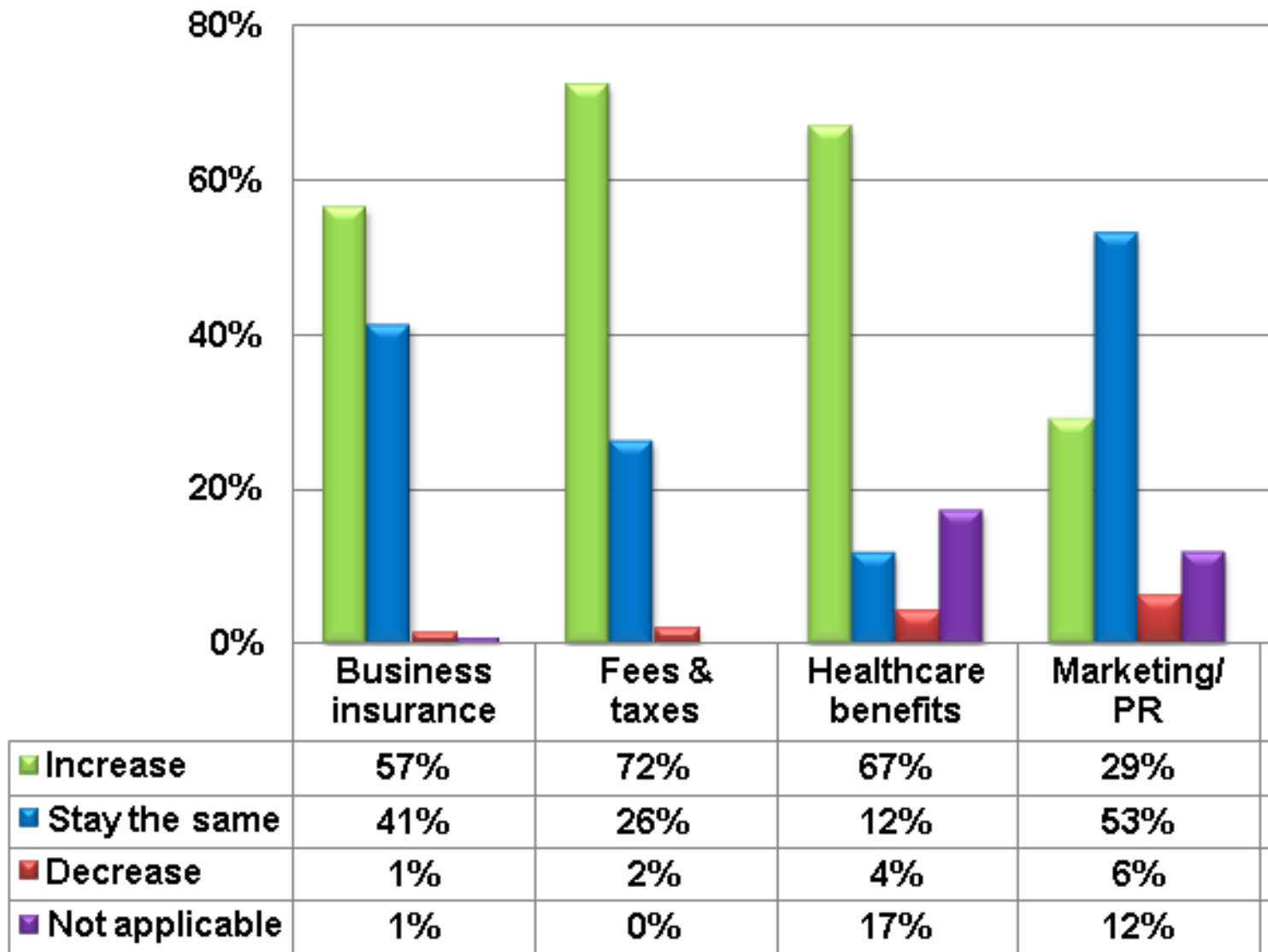
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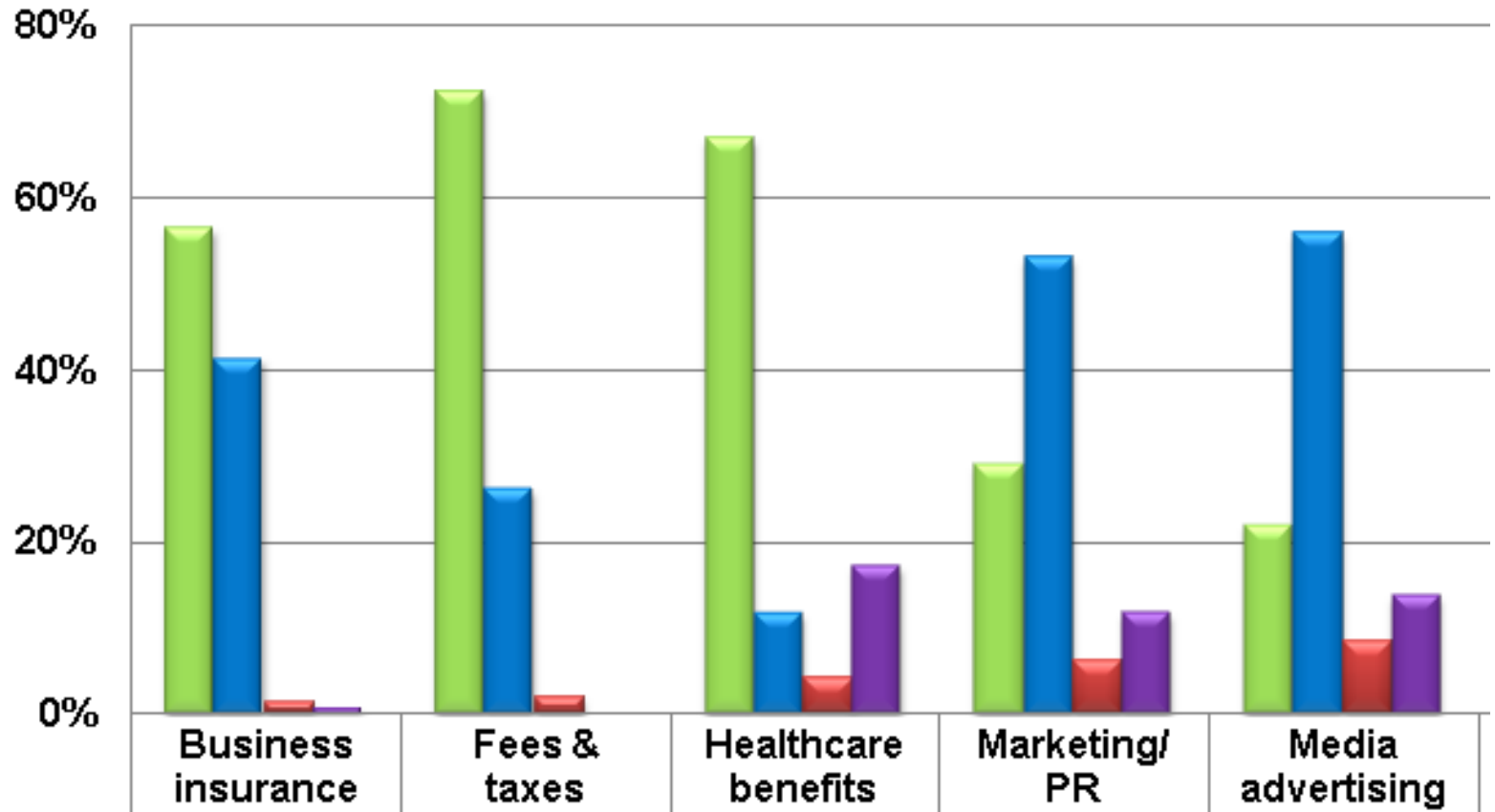
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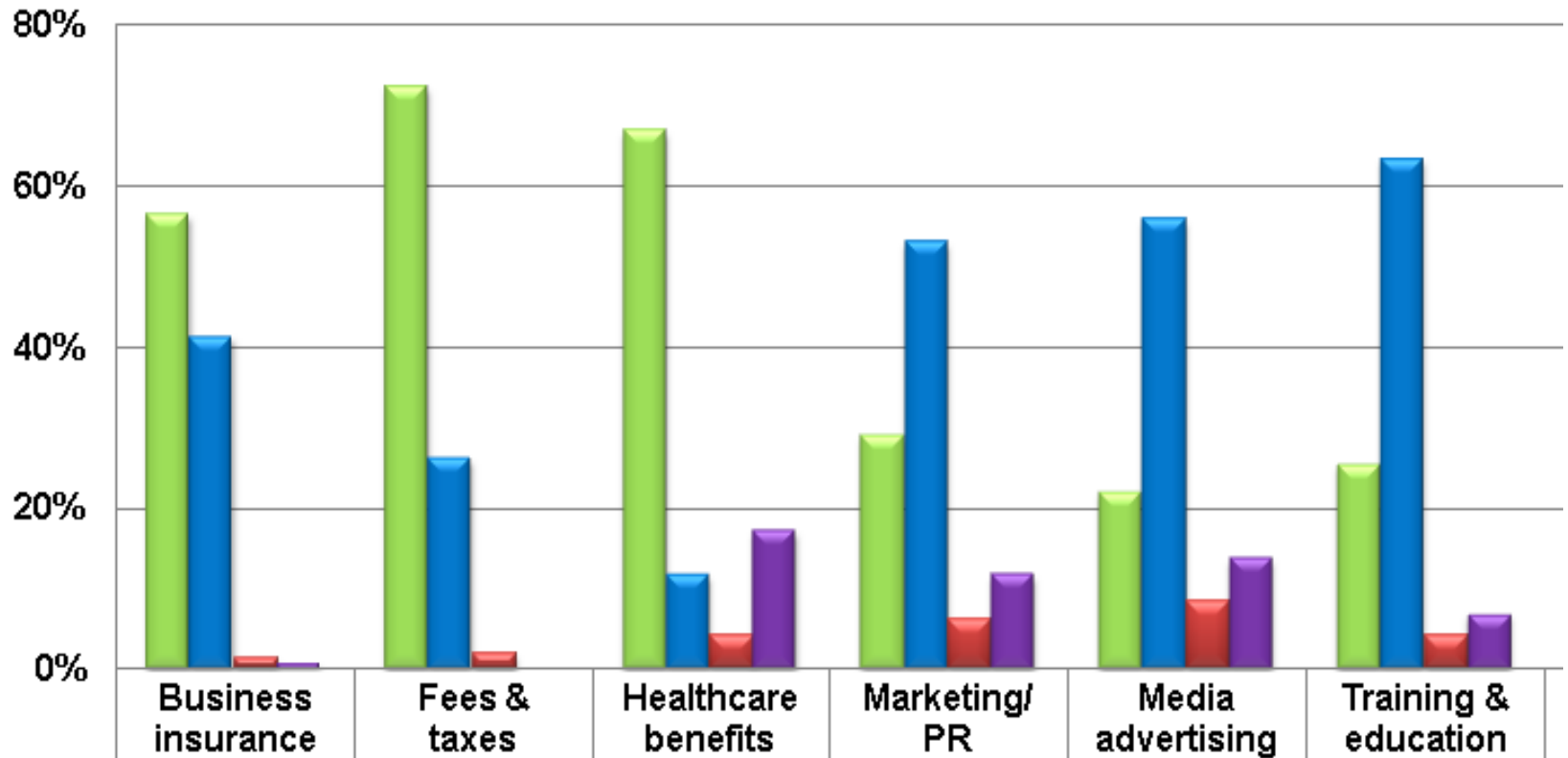


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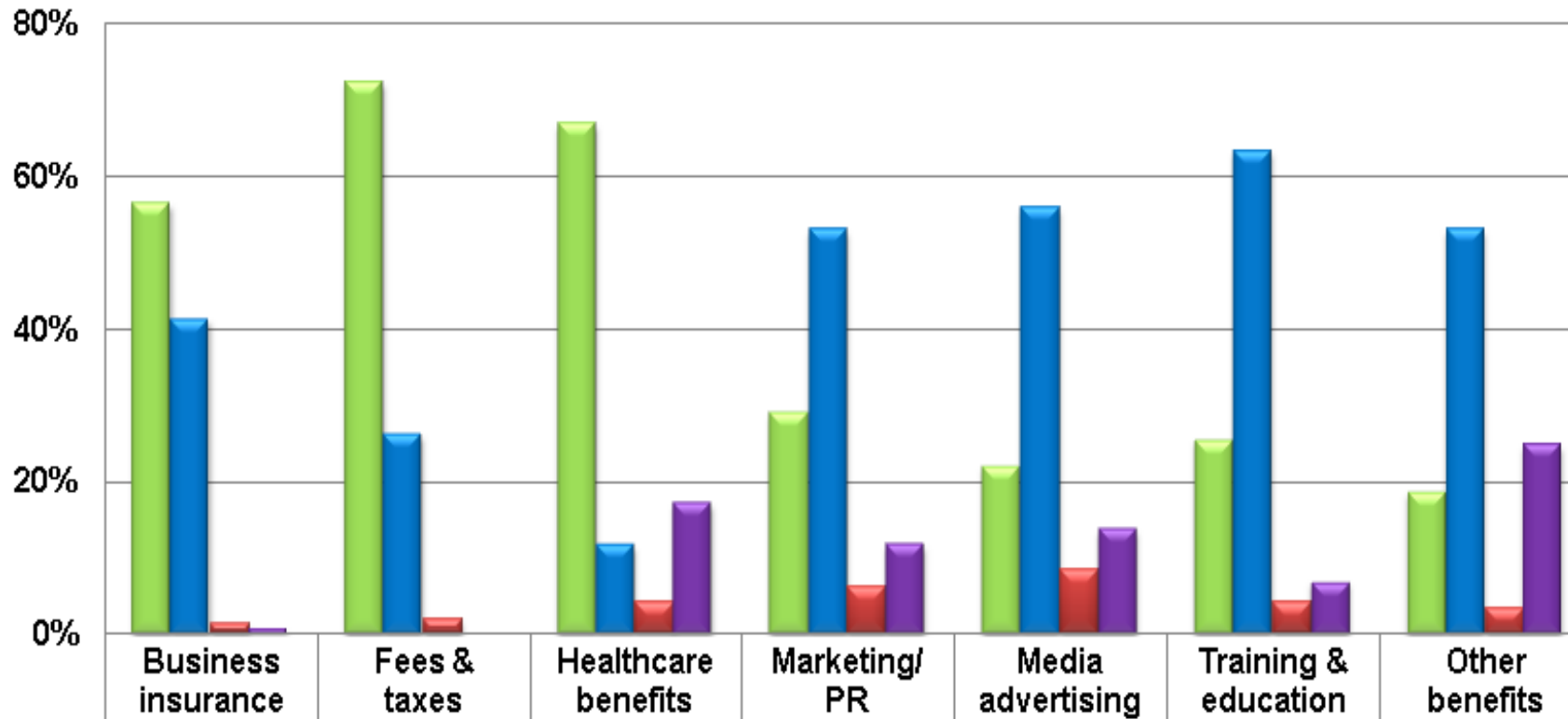
■ Increase	57%	72%	67%	29%	22%
■ Stay the same	41%	26%	12%	53%	56%
■ Decrease	1%	2%	4%	6%	8%
■ Not applicable	1%	0%	17%	12%	14%

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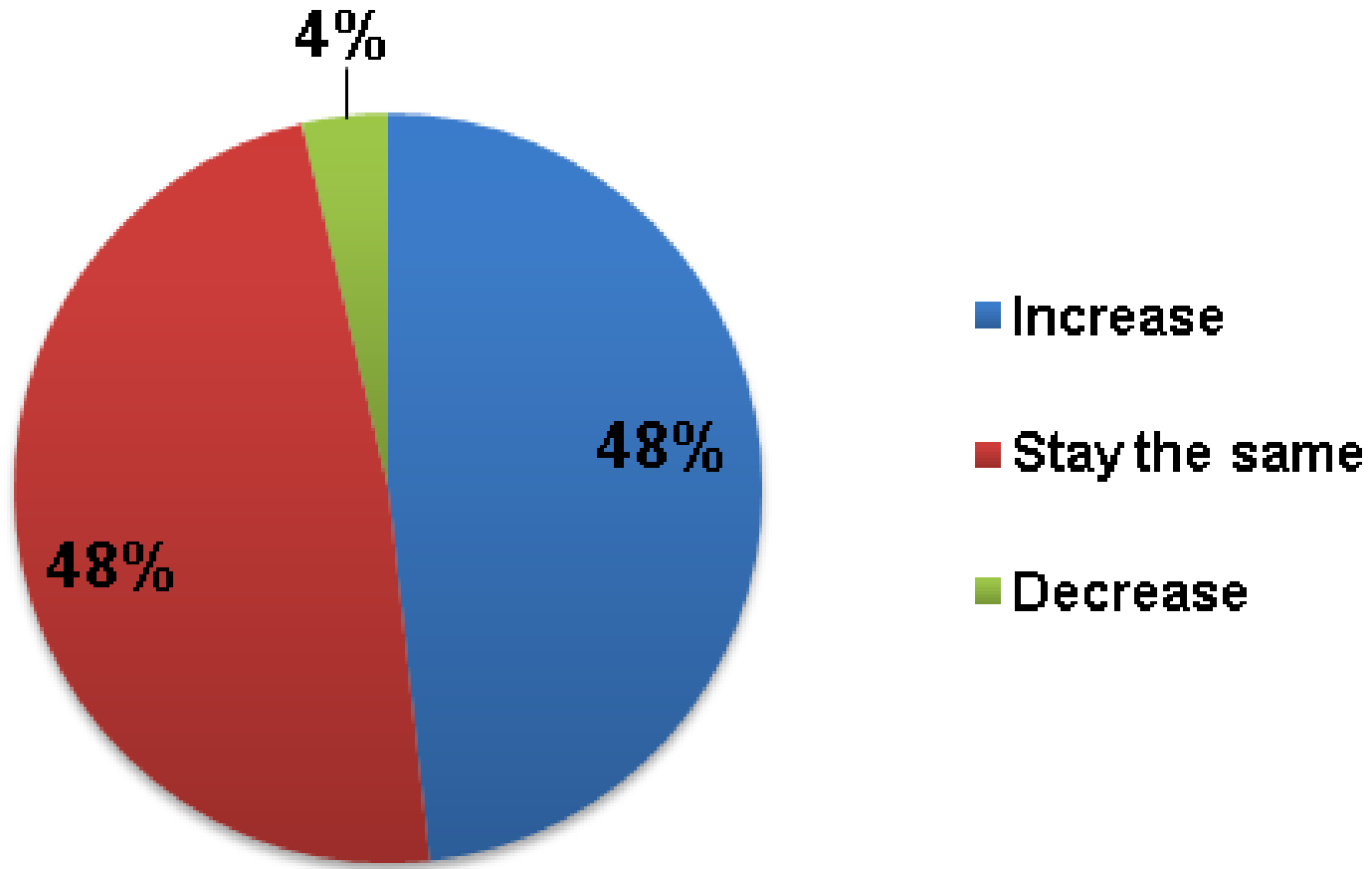
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■ Decrease	1%	2%	4%	6%	8%	4%	3%
■ Not applicable	1%	0%	17%	12%	14%	7%	25%

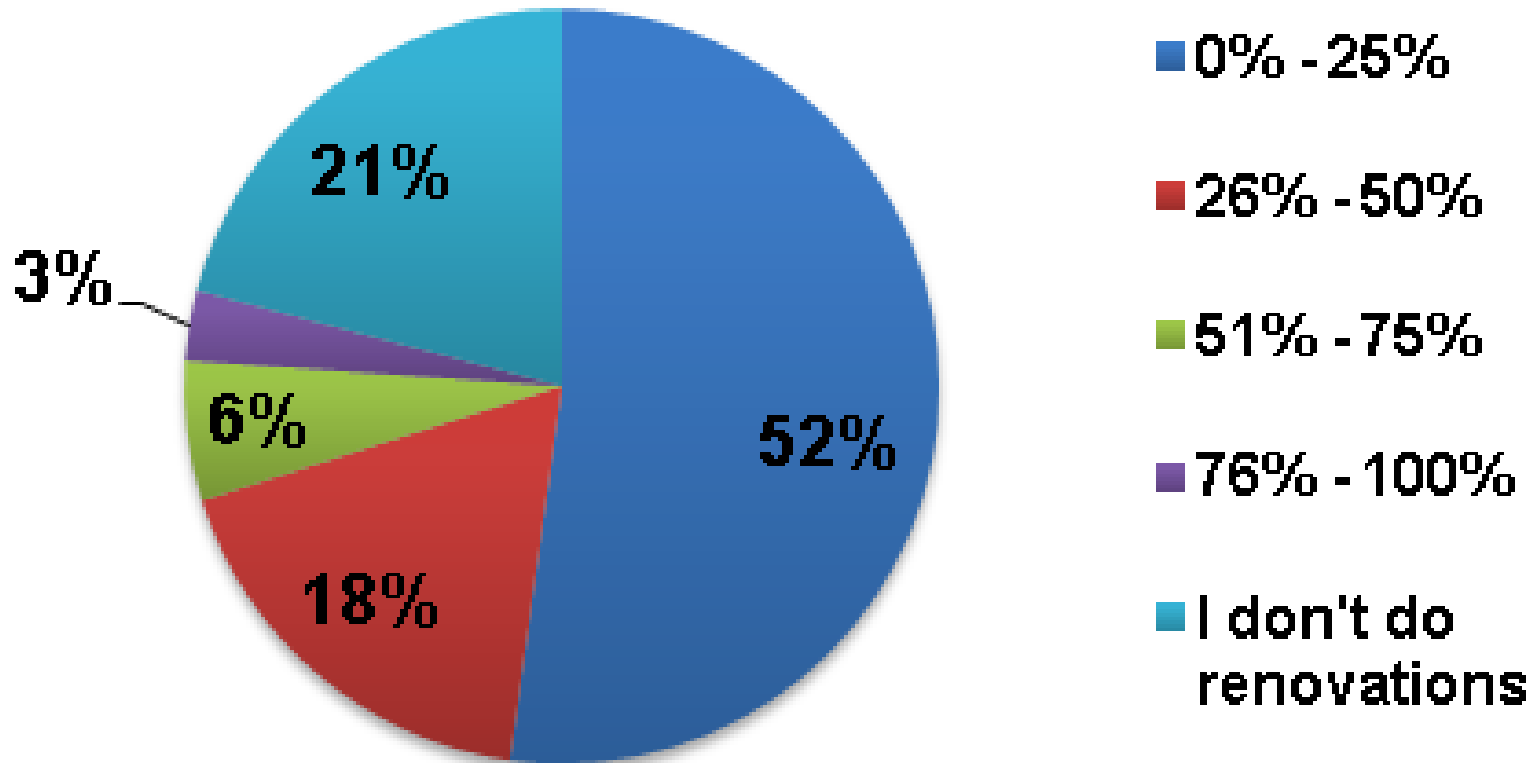
How do you project your company will perform in 2011? (based on purchases, sales, profits)



Economic Effects

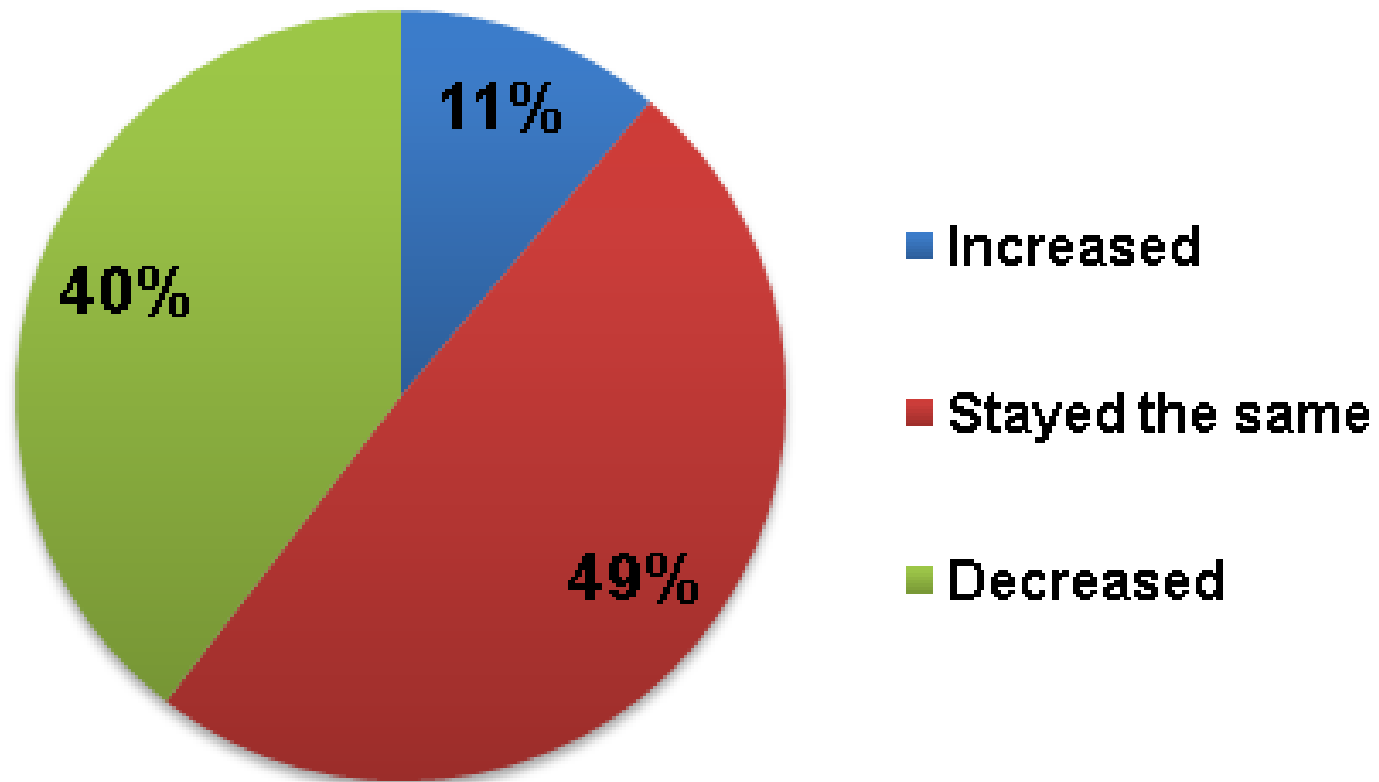


What percentage of your revenue comes from renovations?



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The demand for new construction for pools/spas is getting smaller. How has that affected your sales?





Conclusion

- 2010 performance slightly better or the same as 2009
- Most expect a slight increase in performance or to stay the same in 2011
- Employment levels are expected to increase somewhat or stay the same in 2011
- Most expect increase in expenses for 2011

QUESTIONS?



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Shareholder-in-Charge
Manufacturing & Distribution Services Group

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