



2018 Cost of Doing Business Study Report

The *Cost of Doing Business Study* presents the annual financial and operational profile of independent, retail equipment dealerships. This Study is made possible through the cooperation of participating dealer associations and their members who provide detailed financial and operational information for their individual companies. The study assesses financial performance and presents composite income statements and balance sheets, in addition to averages for key financial performance ratios.

Use the results to:

- Compare your financial performance to that of all dealers (regardless of lines or mfrs. represented);
- Assist in the valuation of your business for estate planning, buy/sell agreements and merger/consolidation purposes;
- Use benchmarks to establish future goals and budgets;
- Identify business trends and glean information that will help improve your financial performance.

INEDA participated in this joint venture with other regional equipment dealers associations because it's important for a trade association to generate this type of information so members can measure their own performance against industry averages. The data sets benchmarks you can use to establish financial plans to improve profitability.

Get your copy today!

- INEDA members who submitted financials – FREE
- Members who did not submit financial information – \$300

To order the electronic report, complete the form below and fax it to 515.223.7832 or mail it to: INEDA | 8330 NW 54th Ave. | Johnston, IA 50131.

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Dealer Principal's personal e-mail address* _____

**The report contains confidential information.*

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