



Date: June 2019
To: INEDA Members
From: Andy Goodman, President/CEO

It's that time of year again – time for the 2019 Cost of Doing Business Study compilation.

It is imperative that we continue this annual study/project 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;
- Set benchmarks to establish future goals and budgets;
- Identify business trends and glean information that will help improve your financial performance.

Once again, we will take the information you provide and compile the results into a study that will be a useful tool in the management of your dealership(s).

Due to the increasing complexity of dealership operations, highly detailed information is needed so that the study results are not skewed. For example, sales and cost of sales need to be split between new, used, parts and service at a minimum. This year, financials received without adequate detail will be returned for completion. The best way to ensure your information will be included in the study and that you will receive a free copy of the study results is to enter your information on all three tabs of the attached Financial Statement (Excel document).

You have two options for submitting your financial information:

1. Download the [financial statement](#).
 - a. Enter the numbers from your Financial Statement into TABS 1 & 2 on the “template.”
 - b. Complete the dealer/employee info on TAB 3.
 - c. Email your completed “template” to: inea@ineda.com

- or -

2. Mail a hard copy of your year-end financials with a completed [dealer form](#) to:
INEDA | 8330 NW 54th Ave. | Johnston, IA 50131-2841

Please use your latest year-end financial statement (after prudent adjustments truly reflecting your year-end results have been made). Note: This statement may differ from your “13th month statement.” Remember to enter your info into all 3 TABS on the downloaded template. If you are sending hard copy financials, please include a completed Dealer Form.

Financial Statements must be received by July 14th to be included in the report.

The completed survey results will be priced as follows:

- INEDA members who submit financials – no charge
- Members who do not submit financial information – \$300

Call 800.622.0016 if you have questions or comments. Thank you for your support!

Please note: All dealer information will be held in the strictest confidence. Financial statements received at the Association office after July 14th will not be included in the 2019 Cost of Doing Business Study Report.