



# Independent Dealer Survey Data Analysis

# Survey Findings: Summary

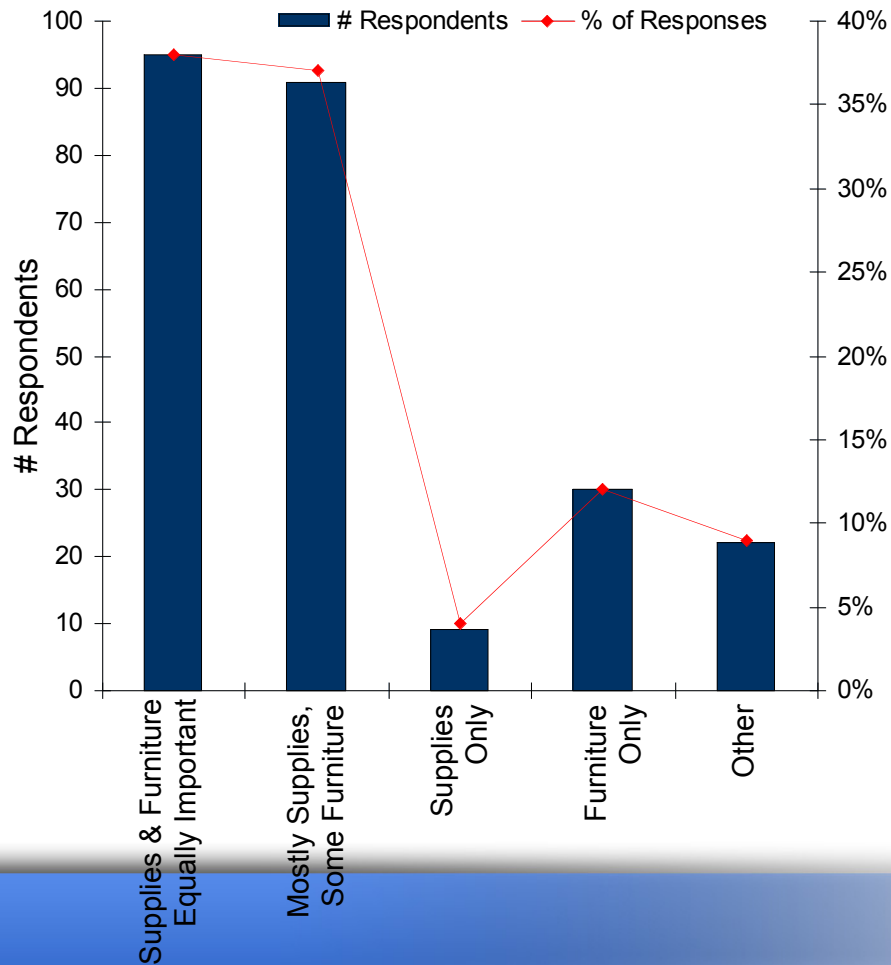
- | Independent Dealer readers are primarily CEOs or Owners of dealerships and sell a combination of supplies and furniture
- | Most respondents rank Independent Dealer among the top 2 best dealer publications they read
  - Respondents typically spend 15-30 min on each issue of Independent Dealer and forward the e-zine to 2 people
- | Independent Dealer performs particularly well in its coverage of industry news and value to readers
- | Survey respondents indicate a desire for expanded coverage of the following topics:
  - Technology
  - Industry Best Practices
  - HR Management and Recruiting techniques
  - Dealer Success Stories
  - Competition (Big Box and online retailers)
  - Product Reviews
  - Sales & Marketing Strategies
- | Respondents' concerns for the future of their dealerships are in-line with the issues/topics they request more coverage of. The primary drivers of concern include:
  - Maintaining Growth
  - Cash flow in the face of increasing costs
  - Hiring quality salespeople
  - Economic concerns

# Reader Profile: Dealership Type

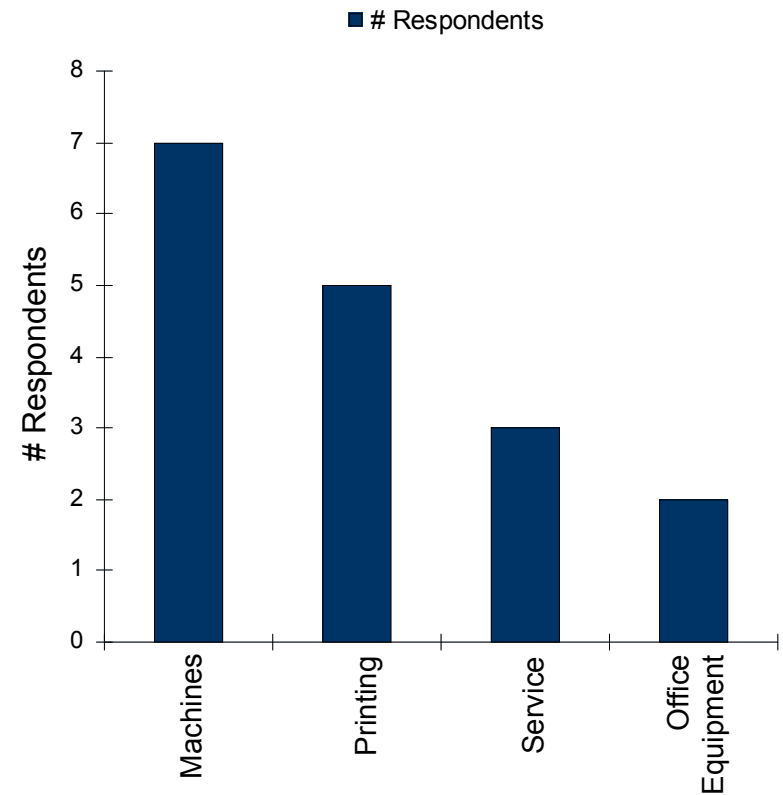
75% of dealers offer a combination of supplies and furniture; very few in the industry seem to be in the business of selling only one or the other

**Q: Which of the following best describes your dealership?**

**N = 247**



## "Other" Responses

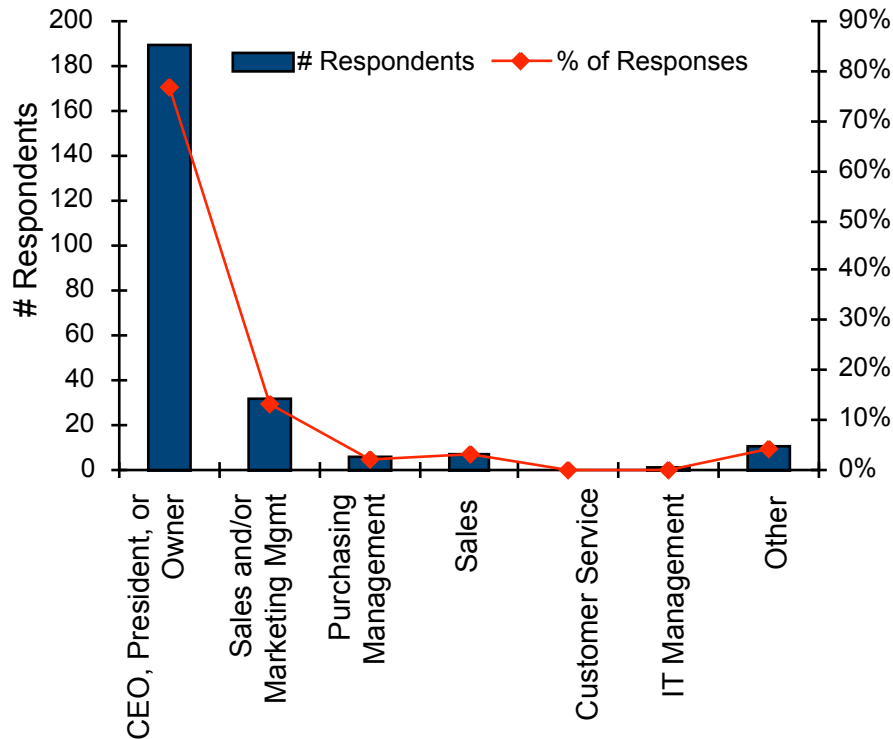


# Reader Profile: Roles

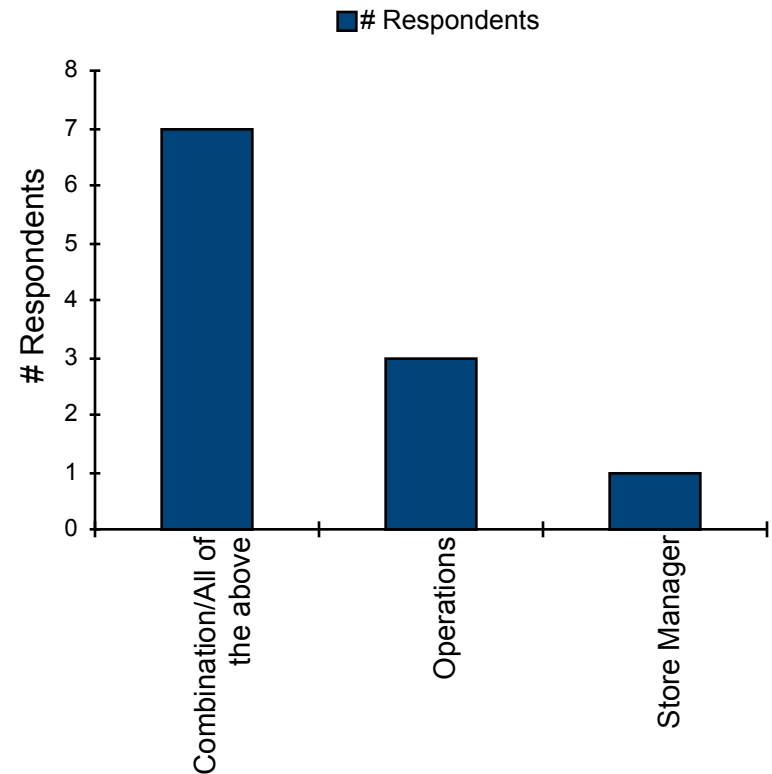
*Independent Dealer readers are typically at the highest level of their organization (CEO, President, or Owner) and often take on multiple functional roles within their organization*

**Q: Which of the following best describes the role you play at your dealership?**

**N = 247**



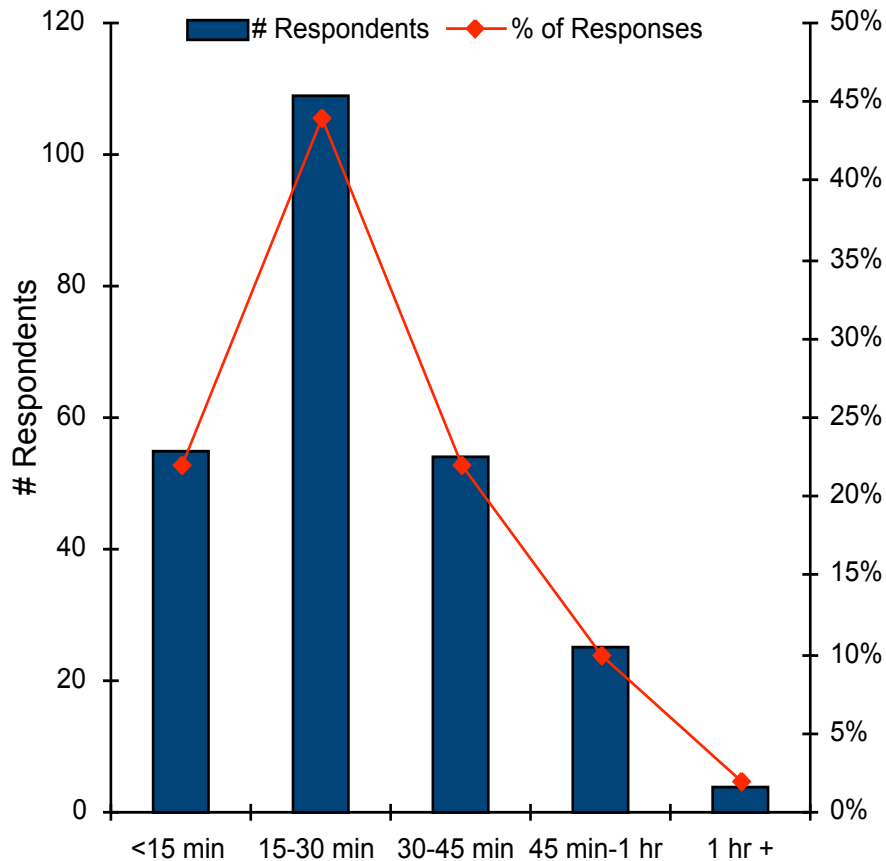
**“Other” Responses**



# Reading Habits

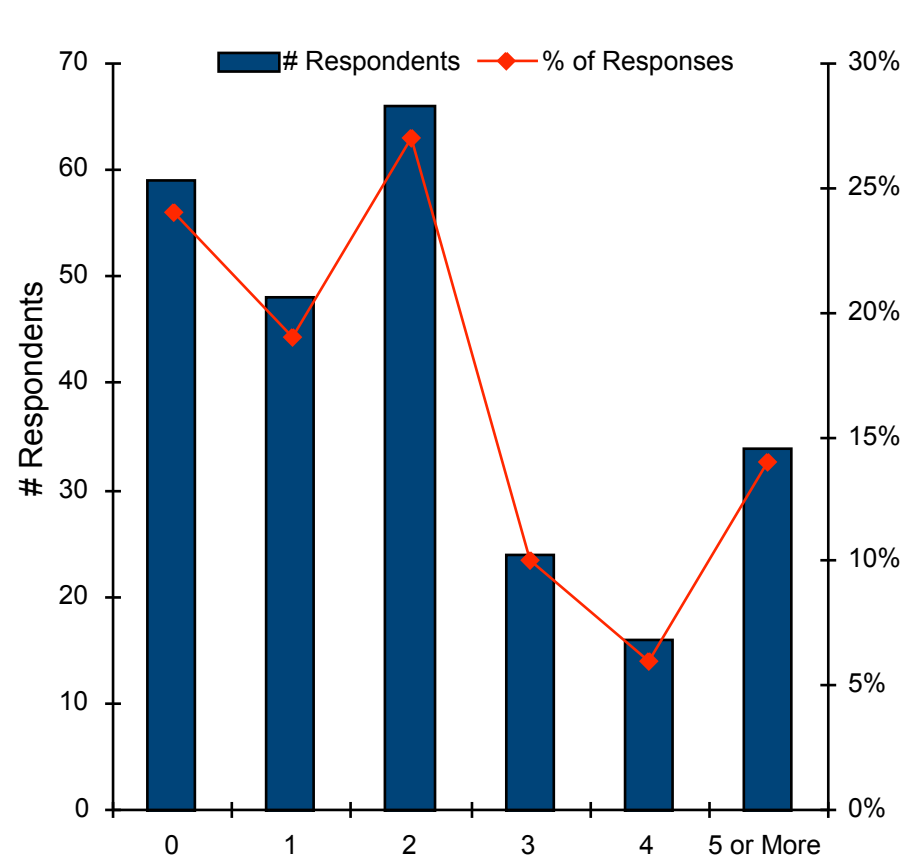
Q: On average, how long do you spend reading each issue of Independent Dealer?

N = 247



Q: On average, how many people do you forward Independent Dealer to in your dealership?

N = 247

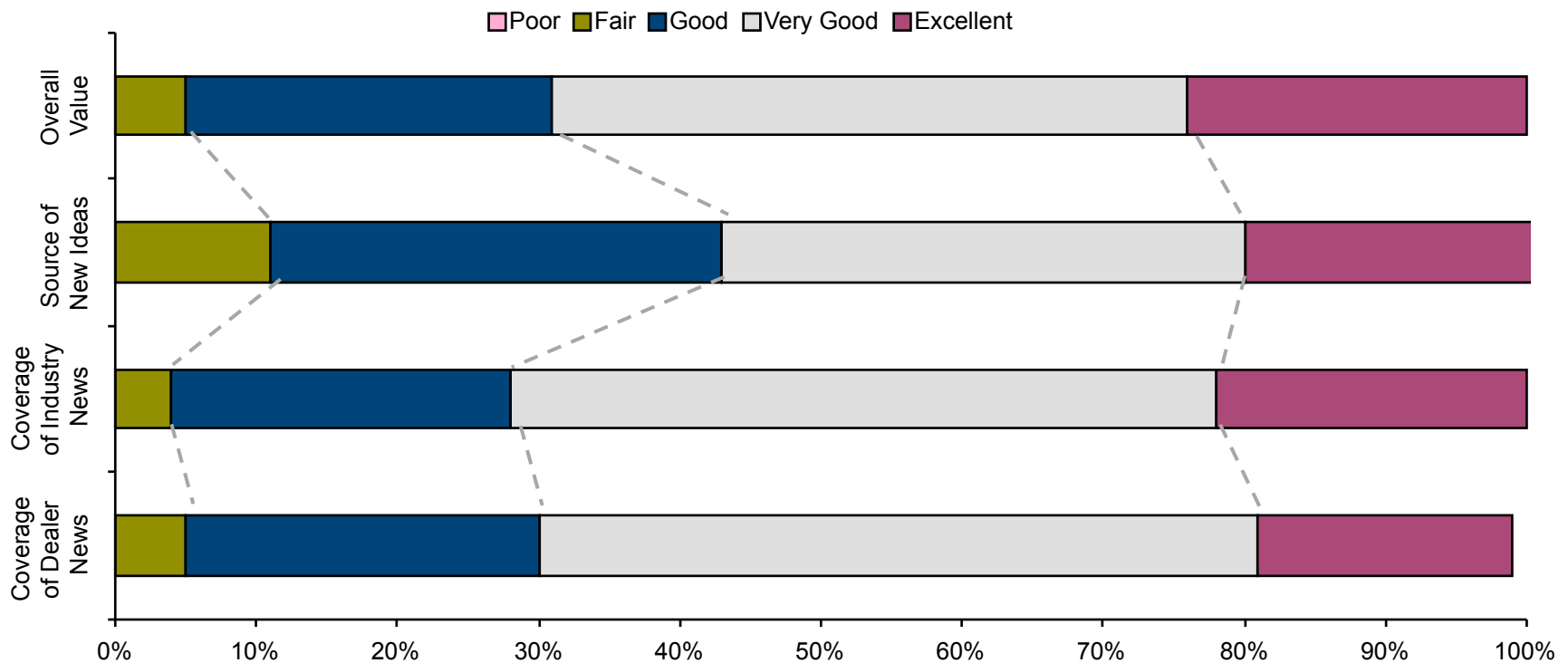


# Reader Satisfaction Rates

*Independent Dealer excels in all areas, but primarily in its coverage of industry news and overall value to its reader base.*

**Q: How would you rate Independent Dealer in the following areas?**

**N = 238**

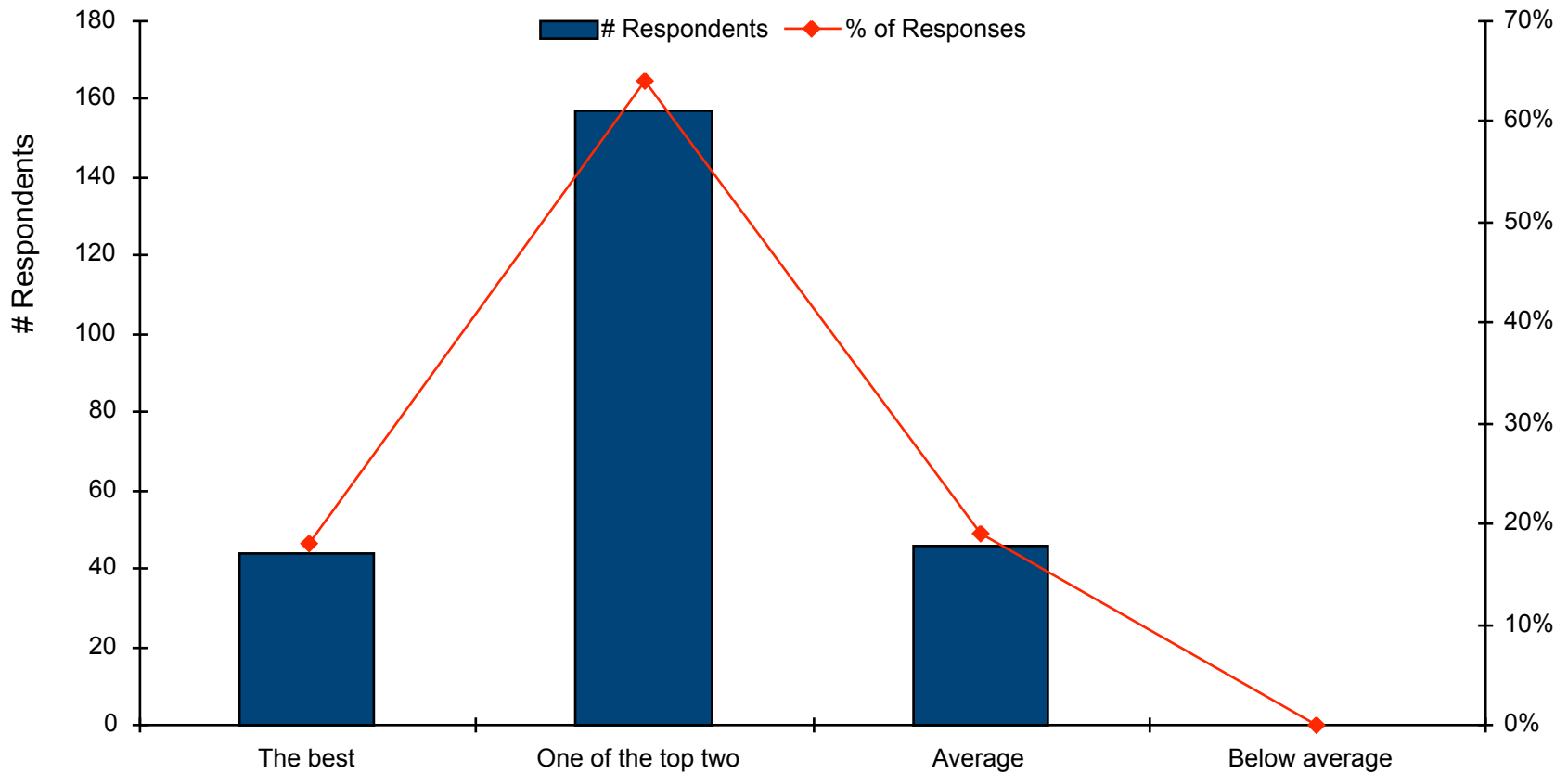


- 0% of survey respondents rated Independent Dealer "Poor" in any area, while 11% believe the publication is "Fair" as a source of new ideas

# Independent Dealer Quality

Q: In thinking about all the industry publications you read regularly, do you consider Independent Dealer to be:

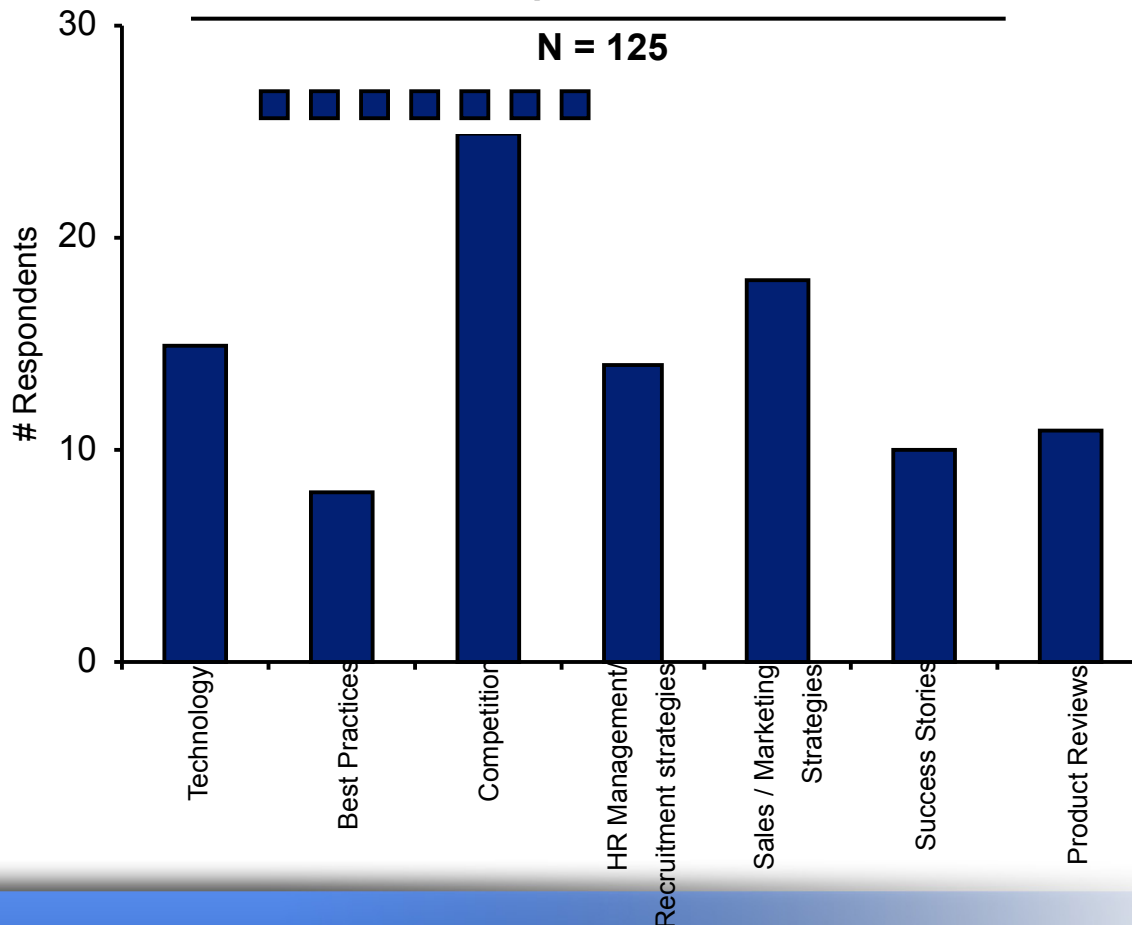
N = 247



# Other topics for Independent Dealer

Readers are primarily interested in coverage of their Big Box competitors, including strategies for keeping pace with the competition and generating new sales

**Q: What topics or aspects of the industry would you like more coverage of in Independent Dealer?**  
(open ended)



- | 125 of 238 survey respondents provided feedback for this question
- | Readers are particularly interested in coverage of what the Big Box stores are doing and techniques for competing against them
  - Over 90% of competition-related comments were directed at concerns around “what the big boys are doing” and “how to work against big box” competitors
- | Readers are also interested in more coverage of:
  - General industry news
  - Future trends
  - Account acquisition
  - Margin improvement ideas
  - Business valuation
  - Smaller dealers
  - Regional dealership differences

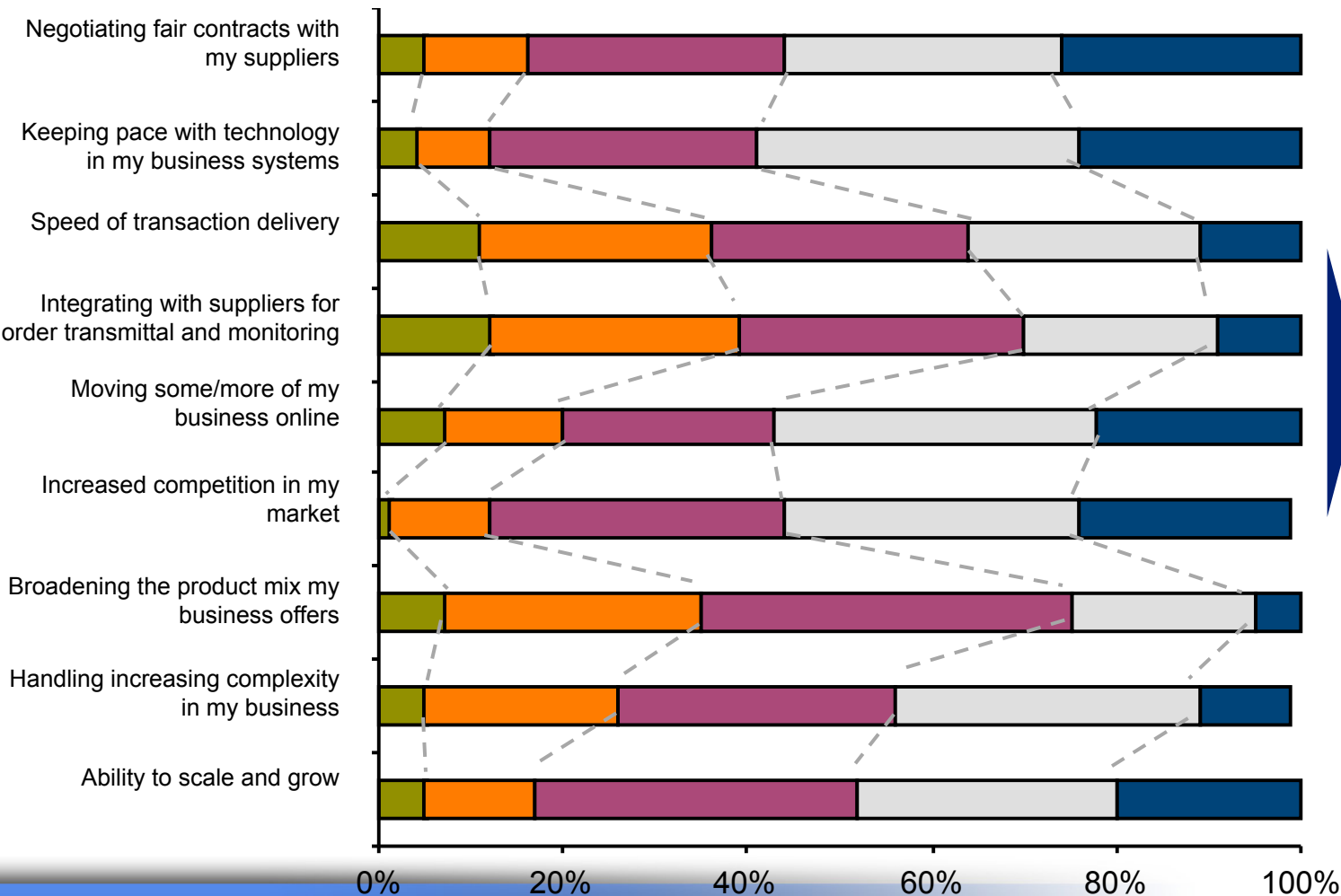


# Future Concerns (1 of 2)

Q: As you consider your business in the next 12-18 months, please indicate your concerns around:

N = 205

■ Not Concerned ■ 2 ■ Somewhat Concerned ■ 4 ■ Very Concerned



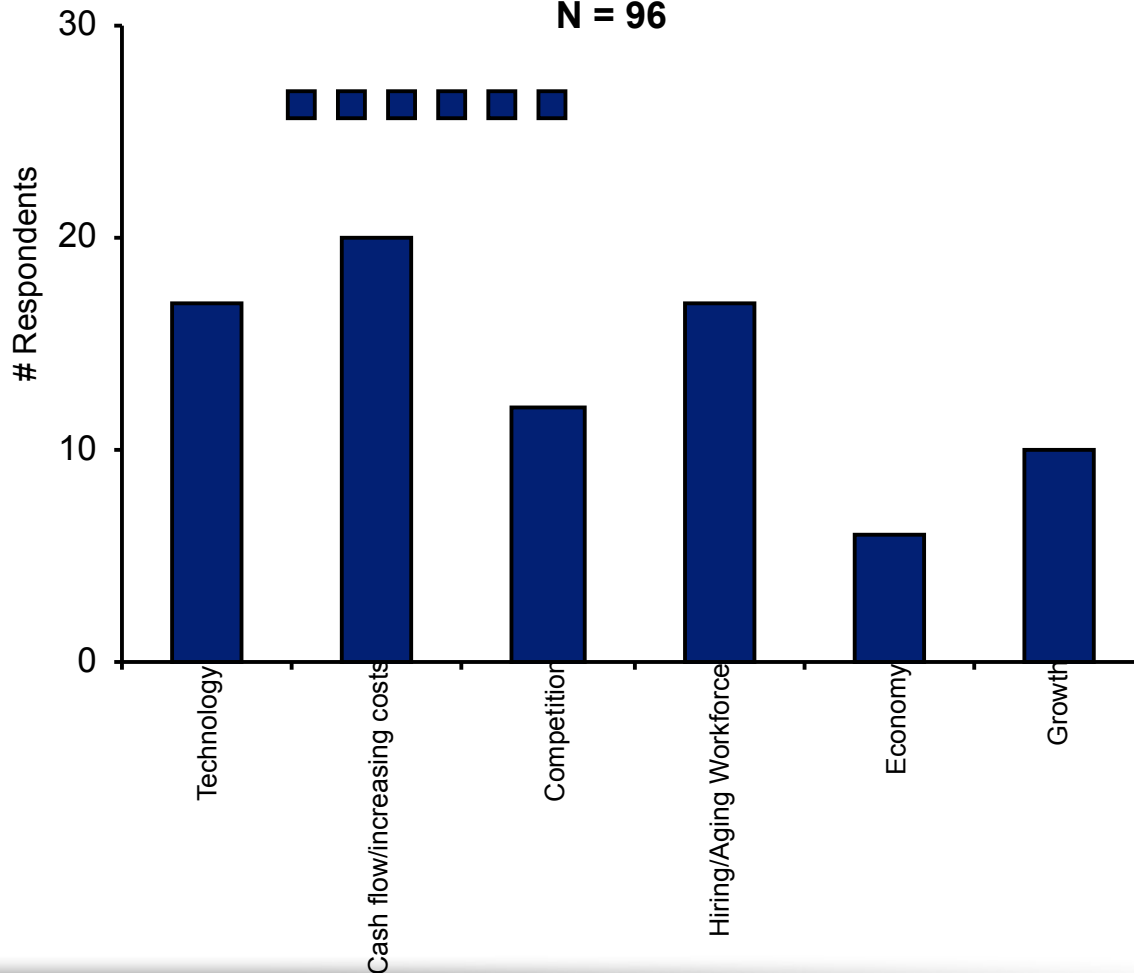
- Readers are primarily concerned with: keeping abreast of technological changes in the industry, competition, and moving to online business models
- These concerns mirror the issues readers would like to see extensive coverage of by Independent Dealer

# Future Concerns (2 of 2)

Q: Are there other challenges your dealership faces in the next 12-18 months?  
(open ended)

(open ended)

N = 96

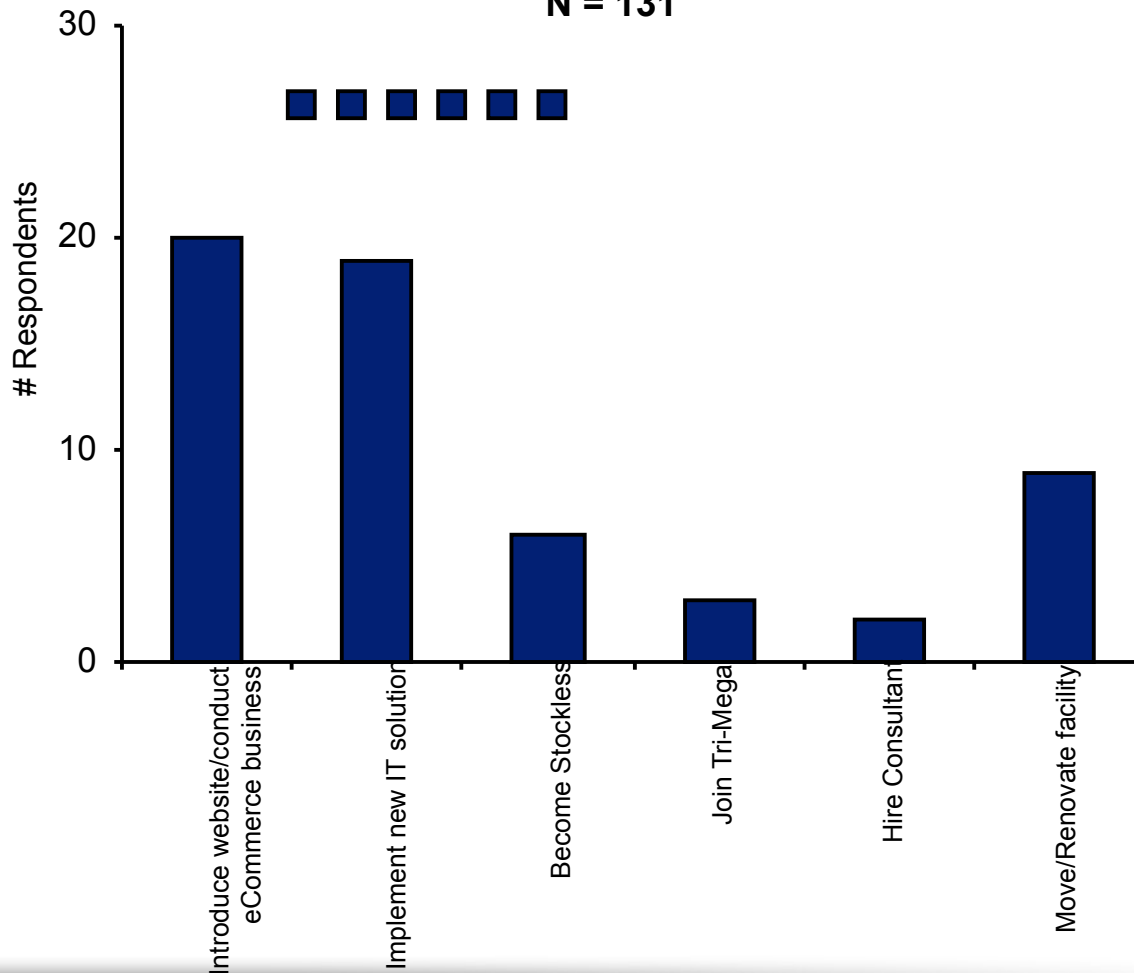


- | Most frequent cost concerns include 1) rising fuel costs, 2) rising healthcare costs, 3) pricing pressures
- | Sample respondent comments include:
  - “Overhead costs: healthcare, retirement planning”
  - “Higher fuel costs with our delivery fleet”
  - “Competing with national players on contracts. Getting the customer to understand the real costs of doing business”
  - “Cash flow has always been our biggest hurdle”
- | Respondents also concerned about:
  - Moving business locations
  - Decreasing government sales
  - Sale of company by owners
  - Finding niche markets to improve margins
  - Wholesaler prices
  - Ability to negotiate contracts

# Actions Benefiting Dealers

Q: What is the best thing you've done for your dealership in the past three years?

N = 131



Readers overwhelmingly cite moving to an online sales model as the best move they've made for their dealership

# Other Comments for Independent Dealer

- | Overwhelmingly positive comments for Independent Dealer:
  - *“Keep up the great work”*
  - *A great source of information!*
  - *“Good publication, the only one I read regularly”*
  - *“I love it...I read it religiously. It really focuses on how the small guy, armed properly with the right tools, can have a prosperous business in a world of multi-billion dollar companies”*
  - *“Great job. Look forward to reading it each month”*
  - *“I think your work is outstanding...very comprehensive...almost too much info to digest in every issue!”*
  - *It's great that someone finally has made a publication for the independents!*
  - *One of the few things in my mail box I actually look forward to.*

# Recommended Next Steps

- | Expand coverage of topics to include articles about:
  - Dealer-specific technology trends and best practices
  - Strategies to compete against Big Box and online dealers
  - Strategies for more effective Sales & Marketing
  
- | Provide content that is a “Source of New Ideas” to dealers
  - Creative marketing approaches
  - Strategies for Catalog Distribution
  - Tactics used by Big Box dealers
  - Adjacent product offerings (e.g. promotional products)