

Market Analysis Report:

Have you ever wondered about your customer base, in terms of what areas are the most profitable, require the most/least travel time, which generate the most sales leads and/or which percentage have service agreements (by area). Wonder no more! The timesheet records each call by "location". From this simple code you will soon be able to answer all of the above questions and a whole lot more.

View the report by week, month, year or years. It won't be long before you will know which service areas are the most and least profitable. You will find out where most of your callbacks come from and/or which areas have the highest average ticket price. You will soon know the answer to all these questions, by area of service.

With this kind of information at your fingertips, you will be able to better direct your marketing dollars. Take a look at the report below and begin to think about the overall value of this type of information and how it can increase your service department's profitability.

Market Location Analysis

Sample Company

June 1, 2005 to June 20, 2005

Location	Total Hours	Maint Cust Percent	Sales Leads	Sales Lead Percent	Maint Agree Sold	Maint Agree Percent	Service Time Percent	Average Travel Time	Travel Hours	Non-Travel Hours	Total Revenue	Performance Indicator	Total Service Calls	Follow Ups	No Shows
ATHOL	4.5	100%	0	--	0	--	2%	5	0.08	4.42	\$657	14	1	0	0
CDA - DOWNTOWN	46.9	77%	3	25%	0	0%	24%	11	3.98	42.92	\$4,011	23	22	2	0
CDA - GOLF AREA	7.85	60%	1	20%	0	0%	4%	14	1.2	6.65	\$978	16	5	0	0
CDA - INDUSTRIAL	1.5	0%	0	0%	0	0%	1%	1	0.02	1.48	\$178	17	1	0	0
CDA - LAKE	8.67	33%	0	0%	1	50%	4%	5	0.27	8.4	\$848	20	3	0	0
CDA - NORTHSIDE	50.55	73%	3	20%	3	50%	25%	8	3.62	46.93	\$4,828	21	26	1	0
DALTON	7.92	83%	0	0%	0	0%	4%	9	0.93	6.98	\$949	17	6	0	0
HAUSER	2.13	50%	0	--	0	--	1%	16	0.52	1.62	\$87	49	2	0	0
HAYDEN	4.38	33%	0	0%	0	0%	2%	17	0.83	3.55	\$433	20	3	0	0
HAYDEN LAKE	14.22	43%	2	40%	1	50%	7%	14	1.58	12.63	\$1,344	21	7	1	0
POST FALLS	32.68	78%	0	0%	1	11%	16%	15	4.38	28.3	\$2,177	30	18	2	0
RATHDRUM	8.62	75%	0	0%	0	0%	4%	31	2.07	6.55	\$896	19	4	0	0
SANDPOINT	1.98	0%	0	0%	0	0%	1%	14	0.23	1.75	\$217	18	1	0	0
SILVER VALLEY	6.47	50%	0	0%	0	0%	3%	43	1.43	5.03	\$578	22	2	0	0

All calls to the ATHOL location were to maintenance customers.

All other locations had no activity during this time period.

The two locations with the most sales leads generated were DOWNTOWN and NORTHSIDE.

The SILVER VALLEY area required the most travel time.

The goal is to have 25 cents on the dollar. Note the most profitable areas of ATHOL followed by GOLF AREA.

The majority of service calls were to the NORTHSIDE location.