



NEW Opportunity for MSLBMDA Members: A Building Material Operations Management Comparison program is now available for you!

Dear MSLBMDA Dealer:

The past couple of years have been tough, to say the least. 2010 doesn't look much better. As sales have fallen, you've probably cut your expenses and may feel like you've cut about as much as you can cut. But have you? Even if you are profitable, are there other places you can trim, at least until sales start picking up? Are you spending too much on vehicle maintenance? Are you reaping as much revenue from rebates and delivery fees as your competitors? Do you know how your salaries compare to others in your area? Are you the high man on the block, or are you so low that other dealers can pick off your best people?

It's hard to know the answers to those questions. In this market, "gut feeling" just isn't enough. You need to know for sure. But how?

The regional LBM associations, including the Mountain States Lumber and Building Material Dealers, are coming together to launch a new Building Material Operations Comparison program to let you see how you compare to the region and the nation. The Construction Suppliers Association, based in the Atlanta area and serving Georgia and Alabama, created this program two years ago and has used it for dealer roundtables. We're now making it available nationwide.

This program lets you put your financial information into a secure, web-based system. **No other dealers see your data or even know you have participated.** Once the survey period is over, you log back into the system to see about 90 charts and graphs comparing your operational costs and salaries to a regional and a national average. **Your cost to participate is only \$200.** The information you gain from the survey will almost certainly help you make changes in your business worth far more than that.

A flyer with more detailed information and a registration form is enclosed. For a brief video overview of the system, go to <http://financials.gocsa.com/Tutorials/Overview/>

This program is one of the easiest and most economical ways you can help your business survive in this economy and we encourage you to participate. Thanks so much.

Sincerely,

Geri Adams

Geri Adams
Executive Vice President

Mountain States Lumber and Building Material Dealers Association
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Building Material Operations Comparison Program

A comprehensive review of expenses **AND** a salary survey in one tool!

This program allows you to quickly and easily evaluate your expenses and your salary structure in comparison to national and regional dealers.

FEATURES

- ♦ Web-based program with easy data entry. Definitions provided for categories so that analysis provides “apples to apples” comparisons.
- ♦ System auto-computes many numbers and highlights potential errors to prevent typographical errors from ruining your analysis.
- ♦ A secure environment that conforms to the high SSL standards required for e-commerce. Passwords are encrypted. Information is stored on a server that is ISO9001 compliant.
- ♦ More than 90 charts and graphs, many with industry benchmarks and tags showing which way you want your data to be trending.
- ♦ Ability to store your data from year to year, allowing you to see how you have improved (or not) over time.
- ♦ Created and managed by regional Lumber and Building Material associations you trust. Your data is safe, secure and confidential.
- ♦ Combines cost studies and salary surveys into one program.



HOW IT WORKS

- ♦ Complete this form and submit it with your payment of \$200.
- ♦ You will be sent a username and password, along with a web address.
- ♦ Go to the web address, enter your username and password, and view a tutorial or simply begin entering data.
- ♦ If you'd prefer to delegate the data entry to someone else in your company, you can create a user name and password for them, and determine how much or little they can do once they log in.
- ♦ As you enter data, you can do it all at once or save some and come back later. **All data must be entered by April 1.**
- ♦ After April 1, log back into the system to view or print your charts showing how your company compares to national and regional averages.



PAYMENT: \$200

Name _____
Address _____
City _____ ST _____ Zip Code _____
Phone (_____) _____ Fax (_____) _____
e-mail _____
 Invoice Check # _____ VISA MC AMEX
Card # _____ Expiration Date ____/____/____
Security Code _____ (4 digits front of AMEX/3 digits back of VISA/MC)
Signature _____

FAX to (303) 290-9137 or by email to mslbmda@idcomm.com. Thank you!