

Ceramic Tile Distributors Association
Building C, Suite 312
800 Roosevelt Road
Glen Ellyn, IL 60137
Phone: (630) 545-9415
Fax: (630) 790-3095
www.ctdahome.org

February 25, 2009

TO: All Members

FROM: Rick Church, Executive Director

REGARDING: **2009 CTDA PROFIT Survey**

Attachments: Memo
Profit Survey Flyer
2009 Profit Survey

The era of automatic profits has come to a sudden halt. The industry has moved from trying to keep up with demand to battling on sales, pricing, expense control and every other aspect of operations.

In turbulent times, financial benchmarking information is more important than ever before. The best source for financial benchmarking information in the industry is the CTDA PROFIT Survey. The information in the report is designed to provide answers to questions such as, "Are the most successful firms in a down market placing more emphasis on gross margin management or expense control?"

In short, this report provides a wealth of financial and operating guidelines. In addition, it is arranged to provide direct comparisons with your firm. However, the information is available **only** to those firms that participate in the study.

In return for your participation, you'll receive:

- **The PROFIT Report**
A financial and operating profile of the entire industry.
- **Profit Improvement Profile**
A confidential report *sent directly to you* comparing your firm with similar businesses.
- **Profit Toolkit Online**
A Microsoft Excel-based tutorial which is designed to assist your financial planning.
Access instructions are included with the Profit Improvement Profile.
- **One on One Financial Consultation with Al Bates**
Only CTDA members that take part in the 2009 PROFIT Survey are eligible to receive a free consultation with Al Bates. Contact CTDA staff to set up your consultation.

The detailed industry benchmarking information in the PROFIT Report and in your Profit Improvement Profile is available to you for only \$100. It is a great bargain.

Be assured that your proprietary company data is kept strictly confidential. The information is aggregated with the other respondents and analyzed in terms of sales size, line of business, and the like. Only the employees of Profit Planning Group ever see your individual data. In over 20 years of conducting benchmarking surveys, Profit Planning Group has an unblemished record of maintaining confidentiality.

Please call if you need to know more about this program and its benefits to your firm. Attached is your copy of the questionnaire for the CTDA PROFIT Survey.

Do not delay filling out the questionnaire because the deadline for submission is April 30, 2009.



I WANT YOU TO INCREASE YOUR PROFIT

Participate in the 2009 CTDA PROFIT Survey

What's In It For You?

As a participant in the survey, you will receive a copy of the **PROFIT Report** and a personalized **Profit Improvement Profile**. This 25 page report compares your firm with similar firms and provides suggestions for improving your firm's profitability.

Along with your Profit Improvement Profile you will receive access to **Profit Toolkit Online**, a Microsoft® Excel tutorial that covers a different aspect of financial planning each year.

What Does It Cost?

The fee to participate is only \$100. It is a great bargain.

Will My Figures Be Confidential?

Absolutely! Profit Planning Group independently conducts this survey for CTDA. You send your questionnaire directly to Profit Planning Group and they return your Profit Improvement Profile directly to you. Profit Planning Group has conducted over 100 financial surveys annually for over twenty years with no breach of confidentiality.

"I personally guarantee that no individual firm's operational or financial data will ever be revealed to any person outside the immediate and necessary staff of Profit Planning Group."

**Dr. Albert D. Bates, President
Profit Planning Group**

It's Easy To Participate

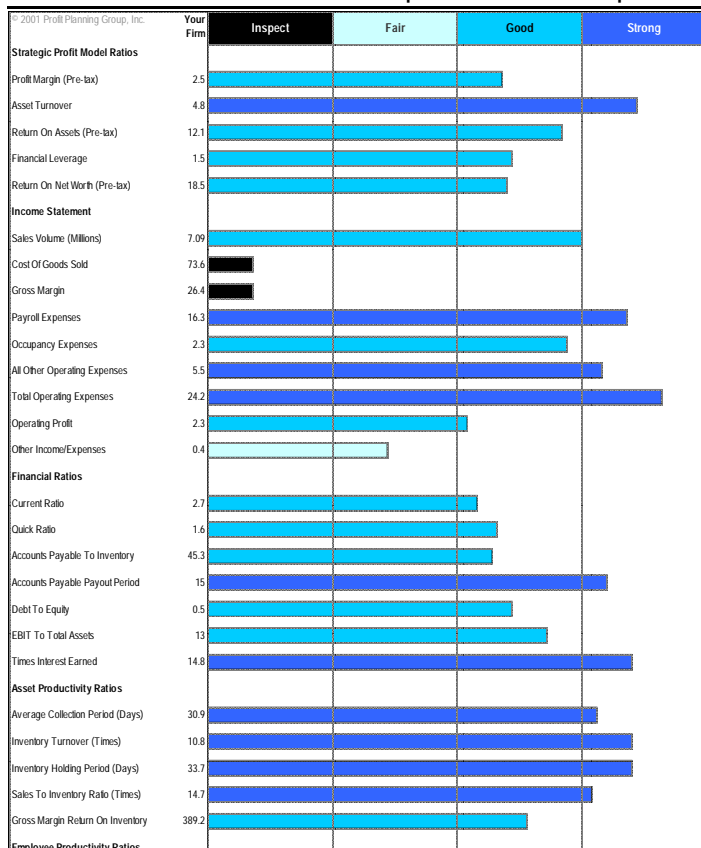
Simply fill out the operational questions, attach a copy of your income statement and balance sheet and send it to Profit Planning Group for processing.

The Deadline Is April 30, 2009

If you do not have a copy of the questionnaire, open your browser and go to:

**www.profitplanninggroup.com/surveys
or fax a request to 303.444.9245**

Performance Scorecard: Your Firm Compared With All Participants



CTDA