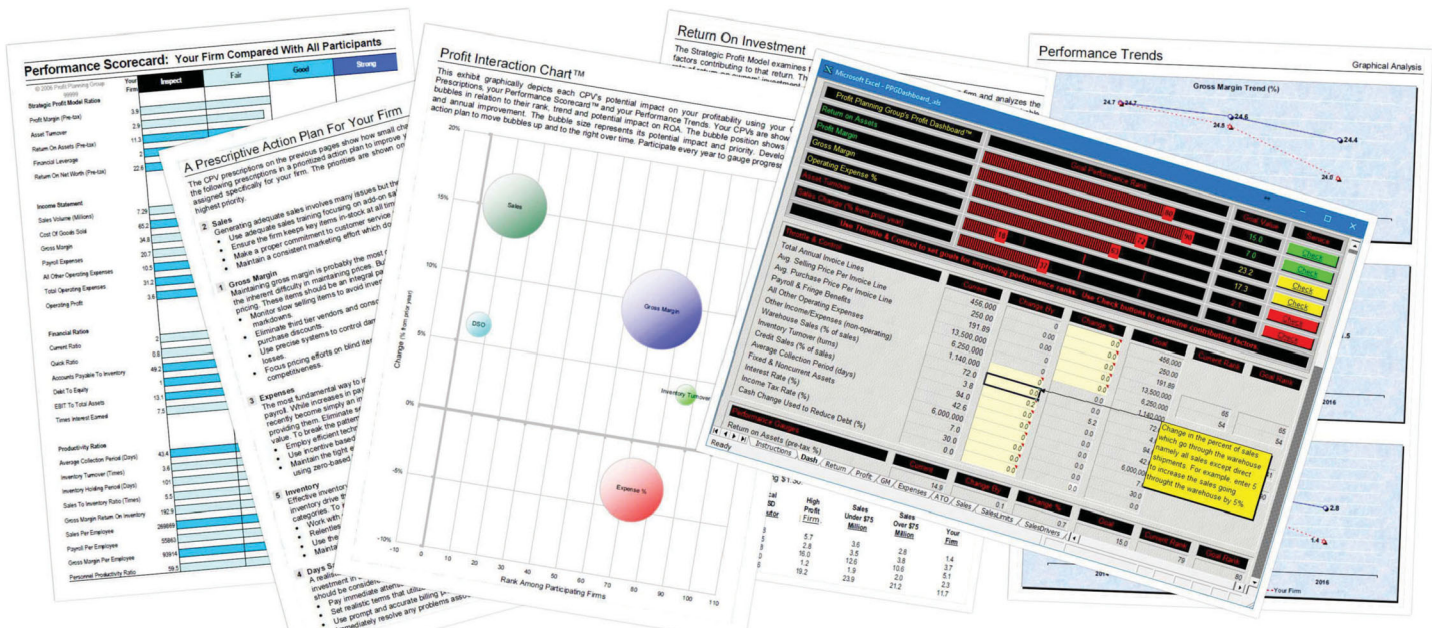


# You Need The Latest Benchmark Metrics To Help Improve Your Profits



## The 2023 CETA Benchmarking Survey provides two sets of key metrics *not available anywhere else.*

### ✓ Industry Performance Metrics

The industry metrics identify what really influences your profitability. The analysis benchmarks the key metrics in sales, gross margin, expenses, inventory, assets, employee productivity and operations for all firms and for the top performing firms.

### ✓ Peer Performance Metrics

The **Performance Analysis Report™** is a confidential benchmark report comparing you with your peers. This custom analysis includes the **Performance Scorecard™** which ranks you in every important metric. The custom **Profit Interaction Chart™** and **Prescriptive Action Plan™** identify areas to focus on and suggest specific actions for improving profits.

Along with the participant report you get access to **Profit Dashboard™**. This powerful tool lets you compare your firm with others and helps you easily plan and test critical financial improvements.

### Its Easy to Participate!

Most firms complete the survey in an hour or two.

### It's FREE!

There is **no fee** to participate. This is a fantastic bargain. A CPA charges thousands for an analysis that's not specific to your industry.

### What's The Value?

There is **no other source** for this information. The reports provide a clear road map to improve profits. Firms literally take the custom participant report to the bank each year to discuss operating loans.

### Will My Data Be Confidential?

**Absolutely!** Profit Planning Group independently conducts this survey for CETA. You send data directly to them. They return your custom report directly to you. CETA *never* sees your data. Profit Planning Group has conducted thousands of surveys over 35+ years without a security incident.

The deadline is **October 27, 2023**

If you need a copy of the survey please send email to [surveys@profitplanninggroup.com](mailto:surveys@profitplanninggroup.com).