



2020 Storage & Handling Distributor DiSC Survey

(Based on 2019 data)

Survey Deadline April 15, 2020

Your data will be treated confidentially by the Mackay Research Group.
 No one from MHEDA or its staff will have access to individual company data.
 Participant data will be aggregated in a way that prevents identification of any individual company.

Please complete the survey and mail it no **later than April 15, 2020** to: surveys@mackayresearchgroup.com
 Mackay Research Group, P.O. Box 17668, Boulder, Colorado 80308-0668, or fax (720) 890-8719.

INSTRUCTIONS

- Enter the financial statement figures for your **most recently completed fiscal year** (12 months of data).
 Full year data is required, but the data need not be audited.
- As in option, you may submit a copy of your balance sheet and income statement instead of answering questions 8 and 10.
- If you would prefer the DiSC survey in Excel, email Taylor Mackay at taylor@mackayresearchgroup.com.
- Questions: Contact Taylor Mackay at Mackay Research Group (720) 890-4255 or email taylor@mackayresearchgroup.com.
- Each participant will receive an individual **Financial Performance Report (FPR)**. Please type or print clearly.

Name _____
 Title _____
 Company _____
 Mailing Address _____
 City, State, ZIP Code _____
 Telephone (_____) _____ Fax (_____) _____
 Email Address _____

QUESTIONS

- Organizational structure** (check one)
 C Corporation S Corporation Partnership Limited Liability Corp (LLC) Limited Liability Partnership (LLP)
- Number of employees** (all employees, Full-Time Equivalents, including owner/managers)
 Executives (Owners, Senior Level Managers, V.P., etc.) # _____
 Outside Sales / Account Management _____
 Customer Service / Inside Sales / Sales Support _____
 Engineers / Project Management _____
 Service Technicians / Installation, including electricians _____
 Warehouse Employees / Drivers _____
 All Other Employees, Administrative / Clerical, and employees not included above _____
Total Employees # _____
- Salaries, Wages, Commissions & Bonuses**
 (W-2 compensation, exclude fringe benefits)
 Executives (Owners, Senior Level Managers, V.P., etc.) \$ _____
 Outside Sales / Account Management _____
 Customer Service / Inside Sales / Sales Support _____
 Engineers / Project Management _____
 Service Technicians / Installation, including electricians _____
 Warehouse Employees / Drivers _____
 All Other Employees, Administrative / Clerical, and employees not included above. _____
Total Salaries, Wages, Commissions & Bonuses \$ _____

4. **Standard Terms** – % of project revenue

Down Payment _____ %

Final Payment / Retainer _____ %

5. Is your company a stocking distributor? Yes No

6. Average Accounts Receivable (sum of 12 Month-End Balances ÷ 12).....\$ _____

7. Average Accounts Payable (sum of 12 Month-End Balances ÷ 12)\$ _____

8. **BALANCE SHEET** (end of fiscal year)

Assets

Cash & Marketable Securities\$ _____

Accounts Receivable (trade; amounts due from sales, less reserve for bad debts) _____

Inventory..... _____

Other Current Assets..... _____

Total Current Assets (Cash + A/R + Inventory + Other Current Assets)\$ _____

Fixed Assets & Noncurrent Assets (net of depreciation) _____

Total Assets (Total Current Assets + Fixed Assets & Noncurrent Assets).....\$ _____

Liabilities And Net Worth

Accounts Payable (trade)\$ _____

Notes Payable, Line of Credit, Current Portion of Long-term Debt (due within one year) _____

Other Current Liabilities (including accruals, taxes, benefits, etc.)..... _____

Total Current Liabilities\$ _____

Long Term Liabilities (not due within one year) _____

Loans from Stockholders..... _____

Net Worth or Owner Equity (include paid-in capital & retained earnings) _____

Total Liabilities and Net Worth.....\$ _____

9. **Previous** fiscal year Net Sales (2018)\$ _____

10. **INCOME STATEMENT** (12 months of data)

Net Sales (less returns, cash discounts, allowances & sales taxes)\$ _____

 Cost Of Goods Sold (including freight-in, less purchase discounts)..... _____

Gross Profit (Net Sales - Cost Of Goods Sold)\$ _____

Payroll Expenses

Total Salaries, Wages, Commissions & Bonuses.....\$ _____

Payroll Taxes (FICA, unemployment, Workers' Comp., **all employees**)..... _____

Group Insurance (Health/medical insurance, group life. **all employees**)..... _____

Employee Benefits (pension, 401(k) & benefits not mandated by the govt., **all employees**) _____

Total Payroll Expenses (salaries + payroll taxes + group insurance + benefits)\$ _____

Occupancy Expenses – Utilities, phone, data lines, rent, bldg. depreciation, insurance, etc..... _____

All Other Operating Expenses..... _____

Total Operating Expenses (Payroll + Occupancy + Other Operating Expenses)\$ _____

Operating Profit (Gross Profit - Operating Expenses)\$ _____

Other Income (interest income, gain on sale of assets, rental income, etc.)..... _____

Interest Expense (exclude mortgage interest)..... _____

Other Non-Operating Expenses (including extraordinary expenses,) _____

Profit Before Taxes\$ _____

Income Taxes (Local, State, Federal) _____

Net Profit After Taxes\$ _____

11. **Sales & Costs by Product Category**

Sales by Revenue Source

Storage & Handling Products (racks, shelves, bins, drawers, mezzanines, in-plant offices) ...\$ _____

Engineered Systems (automated units: Automated Storage & Retrieval Systems, robotic delivery) _____

Service / Maintenance Revenue _____

Installation (Electrical & Mechanical)..... _____

Other Revenue (any revenue not included above) _____

Total Company Revenue (Should match Net Sales on the Income Statement)\$ _____

Cost of Goods Sold

Storage & Handling Product Costs (less returns, cash discounts, and allowances)\$ _____

Engineered Systems – Equipment / Controls / Engineering / Project Management Costs..... _____

Cost of Service/Maintenance (in-house service/maintenance labor or sub-contracted) _____

Cost of Installation (in-house installation labor or sub-contracted) _____

All other cost of goods sold _____

Total Cost of Goods Sold (Should match COGS on the Income Statement).....\$ _____