



I WANT YOU TO INCREASE YOUR PROFIT

Participate in the 2012 NAMA Operating Ratio Survey

What's In It For You?

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

Along with your Performance Analysis Report you will receive access to **Profit Toolkit Online**, a Microsoft® Excel spreadsheet designed to help you plan critical financial improvements for your firm.

What Does It Cost?

Participation is **FREE**. It is a great bargain.

Will My Figures Be Confidential?

Absolutely! Profit Planning Group independently conducts this survey for NAMA. You send your questionnaire directly to Profit Planning Group and they return your Performance Analysis Report 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.

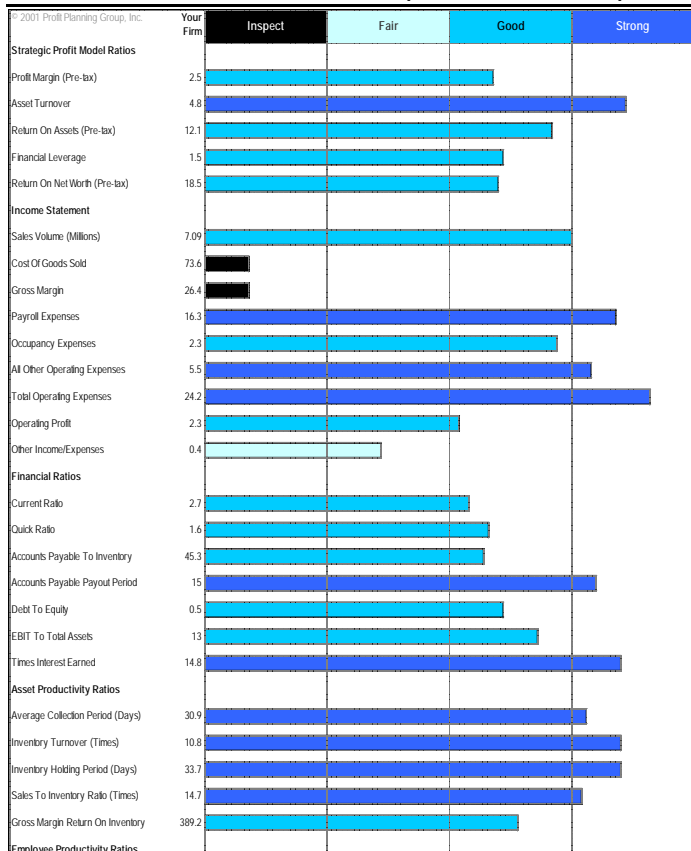
The Deadline Is April 15, 2012

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

[For Companies with Sales Under \\$2M](#)

[For Companies with Sales Over \\$2M](#)

Performance Scorecard: Your Firm Compared With All Participants



NAMA