

2021 NHPA Cost of Doing Business Survey

Get a Free Financial Analysis of Your Company!

How to Participate

Fill in the Company Profile information on this survey and provide us with financial information from your most recent fiscal year. See below for different ways to participate.

What's in It for You?

For your participation, you will receive a copy of the study, along with a free, robust Personalized Financial Analysis that includes your company's financial results compared to the industry, a what-if scenario generator, your company's financial ratios and other financial tools.

Your Information Is Safe

Your individual financial data is held in strict confidentiality, and no individual financial or operational data will be published. We will publish a *Cost of Doing Business Study* with aggregate results later this year.

Best Regards,

David Gowan
Chief Financial Officer
North American Hardware and Paint Association

Tell Us About Your Business

No matter which option you choose, **all survey respondents must complete the Company Profile information on this page.**

When filling out the survey, please estimate if necessary.

It is better to make an educated guess than to leave a field blank.

If you have any questions, please contact David Gowan at (317) 275-9432 or dgowan@YourNHPA.org.

Company Profile

Name/Title: _____

Company Name: _____

Mailing Address: _____

City, State, Zip Code: _____

Telephone: _____

Email: _____

1. What type of company do you consider yourself to be?
(Check only one)

<input type="checkbox"/> Hardware Store	<input type="checkbox"/> Home Center
<input type="checkbox"/> Lumber/Building Materials Outlet	<input type="checkbox"/> Paint/Decor
2. Number of Stores _____
3. How long have you been in business? _____ Years
4. Total number of employees (including owners)

Full-Time _____	Part-Time _____
-----------------	-----------------

 Do you have an outside sales force? _____
 If so, how many outside salespeople? _____
5. Space Distribution

Salesfloor _____	sq. ft.
Warehouse/Storage _____	sq. ft.
Yard _____	sq. ft.
Office & Administrative _____	sq. ft.
Total square feet _____	sq. ft.
6. Primary Wholesaler _____
7. Percent of sales by type of customer

Consumers/Retail _____	%
Contractors/Remodelers _____	%
Industrial/Commercial Accounts _____	%
8. Percent of sales by cash _____ %
9. Estimated annual customer counts (number of sales transactions) _____
10. Net sales for most recent fiscal year
(year ended _____) \$ _____
11. Net sales for fiscal year prior to that
(year ended _____) \$ _____

Instructions (U.S. Retailers Only)

Option #1: Complete All Questions on This Survey

Please complete and mail the survey using your most recent fiscal year data by **June 30, 2021**.

Option #2: Send Us Your Financial Information

Instead of filling out the entire survey, you can fill out the Company Profile information on this page, then attach a copy of your most recent balance sheet and income statement (12 months of data) and mail them by **June 30, 2021** to:

North American Hardware and Paint Association
Attention: **CODB Coordinator**
1025 E. 54th St.
Indianapolis, IN 46220

Option #3: Submit Information Online

Fill out the survey online or upload your financials by visiting YourNHPA.org/codb.

Option #4: Email Your Information

Email David Gowan at dgowan@YourNHPA.org with your Company Profile information and financial documents.



2021 NHPA Cost of

Income Statement (for most recent completed fiscal year)

Net Sales (less returns & allowances)	\$ _____
Cost of Goods Sold (including freight-in & subcontract labor, less purchase discounts)	— _____
Gross Profit Before Rebates or Dividends (Net Sales – COGS)	\$ _____
Purchase Rebates or Patronage Dividends	+ _____
Gross Profit After Rebates or Dividends (Gross Profit + Rebates or Dividends)	\$ _____

Payroll Expenses

Owners'/Officers' Salaries and Bonuses	\$ _____
All Other Employee Salaries, Wages, Commissions & Bonuses	+ _____
Total Salaries, Wages, Commissions & Bonuses	\$ _____
Payroll Taxes (FICA, Workers' Compensation & Unemployment)	_____
Group Insurance (medical, etc.)	_____
Benefit Plans (include pension, profit sharing, 401(k), etc.)	_____
Total Payroll Expenses (Salaries + Payroll Taxes + Group Insurance + Benefits)	\$ _____

Occupancy Expenses

Rent or Ownership in Real Estate (include rent, mortgage interest, building depreciation, real estate insurance, real estate taxes, etc.)	\$ _____
Utilities: Heat, Light, Power, Water.	_____
Building Repairs & Maintenance	_____
Total Occupancy Expenses	\$ _____

Other Operating Expenses

Advertising & Promotion.	\$ _____
Vehicle Expense (delivery charges, own personal vehicle expense, etc.)	_____
IT/Communication Expense (phone, internet, POS)	_____
Insurance (business liability & casualty)	_____
Interest Expense (not mortgage interest).	_____
Taxes (licenses, permits, personal property, use, etc.)	_____
Depreciation (other than real estate)	_____
Credit Card Fees.	_____
All Other Operating Expenses	_____
Total Other Operating Expenses	\$ _____

Total Operating Expenses (Payroll + Occupancy + Other)	\$ _____
Operating Profit (Gross Profit – Total Operating Expenses)	\$ _____
Other Income/Expenses (cash discounts, interest income, gain on sales of assets, etc.)	+ _____
Profit Before Taxes	\$ _____
Income Taxes (local, state, federal)	— _____
Net Profit After Taxes	\$ _____

Doing Business Survey

Balance Sheet

Assets

Current Assets

Cash \$ _____
Accounts Receivable (trade) _____
Inventory _____
Other Current Assets _____
Total Current Assets \$ _____
Investments (stocks, bonds, non-business real estate, long-term notes receivable, etc.) \$ _____
Other Fixed & Non-current Assets (net of depreciation) _____
Total Assets \$ _____

Liabilities and Net Worth

Accounts Payable (trade) \$ _____
Other Current Liabilities _____
Total Current Liabilities \$ _____
Long-Term Liabilities \$ _____
Net Worth or Owner Equity (paid in capital + retained earnings) _____
Total Liabilities and Net Worth \$ _____

Hot Topic Issues

NHPA would like to obtain additional data pertaining to hot topic issues. These are trends that perhaps you've noticed impacting your business at a higher rate due to the changing consumer landscape. Providing this data will allow NHPA to analyze trends that affect your business daily and show how you compare to others in the industry.

Average wage \$ _____ General manager \$ _____ Assistant manager \$ _____ Cashier
\$ _____ Sales associate \$ _____ Driver \$ _____ Yard manager

Percent of inventory not sold in last 24 months _____% **What % of sales are online** _____%

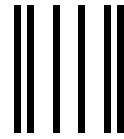
Percent of sales from credit cards _____% **Shrink expense as a % of sales** _____%

Capital expenditures \$ _____ (Estimated annual expenditure for 2020)

Hours worked per week for general manager _____ **Hours worked per week for assistant manager** _____

Hours spent on employee training _____ hours per employee/year

Is there anything you would like to see added to the *Cost of Doing Business Study*?



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