

# 2023 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](mailto:dgowan@YourNHPA.org).**

## Company Profile

Name/Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

I give authorization to NHPA to email me directly with results of the *Cost of Doing Business Study*.

- 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
- Number of Stores \_\_\_\_\_
- How long have you been in business? \_\_\_\_\_ Years
- Total number of employees (including owners)
 

Full-Time _____	Part-Time _____
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 Do you have an outside sales force? \_\_\_\_\_  
 If so, how many outside salespeople? \_\_\_\_\_
- Space Distribution
 

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

Consumers/Retail _____	%
Contractors/Remodelers _____	%
Industrial/Commercial Accounts _____	%
- Percent of sales by cash \_\_\_\_\_ %
- Estimated annual customer counts (number of sales transactions) \_\_\_\_\_
- Net sales for most recent fiscal year (year ended \_\_\_\_\_) \$ \_\_\_\_\_
- 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, 2023**.

### 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, 2023** 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](http://YourNHPA.org/codb)**.

### Option #4: Email Your Information

Email David Gowan at **[dgowan@YourNHPA.org](mailto:dgowan@YourNHPA.org)** with your Company Profile information and financial documents.



NO POSTAGE  
NECESSARY  
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IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO. 763 INDIANAPOLIS IN

POSTAGE WILL BE PAID BY ADDRESSEE

NORTH AMERICAN HARDWARE AND PAINT ASSOCIATION  
1025 E 54TH ST  
INDIANAPOLIS IN 46209-2044

