

FAQ for the FINANCIAL SURVEY

Why should I participate in the NACS industry-wide financial survey?

Knowing how your financial results stack up against other comparable stores in the industry is your first step in improving operations. It's a key aspect of benchmarking. The more stores that participate, the more accurate and complete the comparisons are! Helping store managers to operate their businesses more successfully is the primary purpose of the survey.

I don't want my store's financial information shared with anyone! Is my information confidential?

Your information is never shared. What you submit is confidential, and only aggregated figures and percentages are published. You "plug in" your own figures later when you get the report. And, you'll be comparing yourself to comparable-sized stores and similar campus types.

I'm not an accountant. How difficult is it to prepare the information for the survey?

It couldn't be easier! NACS has identified an "EZ Route" for quick entry of basic information. You can do the survey online, or print out a paper copy and mail or fax it. Or, if you complete the ICBA or LSG Surveys, you can send a copy and not have to do it twice!

Does it cost my store a lot of money to get the financial report?

The survey results are **free** to participating stores. Many managers feel there is a cost to NOT having the survey information. This is one of the basic tools for reporting to their administrations how well they're doing, and it frequently pays off.

How does the report help with my store's operation?

Many managers report using comparisons to help leverage renovations of their stores, or as rationale to add product categories, or even to help with staff raises by demonstrating competence.

Can I get help?

Absolutely. The research staff at NACS are as close as your phone or computer. Call (800) 622-7498, ext. 2448, or e-mail research@nacs.org.

