

# Elevate to the Highest Standards



In today's competitive environment, running a business at peak efficiency requires data.

That's why PHTA's new **Business Operations Survey** has been custom-designed to provide members with crucial, up-to-date operating information that will enable them to make data-driven decisions and maximize business performance.

## Introducing the 2023 Business Operations Survey

This valuable new PHTA benefit will enable members to run their businesses more effectively by providing...

- Timely, informative and easy-to-understand benchmarks of the overall industry
- Ongoing and up-to-date tracking of your own company's performance
- Comparative operating data showing how your company stacks up versus its industry peers
- Graphical depictions of the key drivers of success

### WHAT WE'RE OFFERING

Part of The Pool and Hot Tub Alliance Mission Statement is to provide research and create programs that enable our members to reach their pinnacle, or "Elevate to the Highest Standards."

To that end, PHTA is partnering with Industry Insights, an industry-leader in association research, to deliver our first-ever **Business Operations Survey**. This will be an annual survey that provides comprehensive, detailed performance information about changing trends in pool and hot tub business operations.

To supplement the annual survey and provide ongoing, timely data throughout the year, we will also be conducting a **Quarterly Pulse Survey** that will provide "fresh" and directional information about members' experiences in a few key areas, such as revenue, orders and backlogs, profitability, staffing levels, etc. The quarterly report will also present member forecasts for the next 6 or 12 months, as well as a summary of members' most pressing struggles, concerns and opportunities.

### WHAT WE NEED FROM YOU

Industry Insights has over 40 years of experience in designing and conducting association research. As a result, their survey questionnaires are streamlined and easy to complete, requiring minimal member effort.

**Business Operations Survey** – give us 45 minutes out of the year to complete and submit this survey, which contains questions regarding your sales information, staffing levels and costs, and business performance metrics.

**Quarterly Pulse Survey** – give us 10 minutes per quarter to fill out this quick and easy survey that contains questions on how your most recent quarter compares (in terms of sales volume, months of backlog, profits etc.) versus one year prior.



Analyze the  
data



Set performance  
targets



Track your  
performance

## For participating in the 2023 Business Operations Survey, you will receive access to a suite of valuable tools and reports...

- **Industry Report** - The overall survey results will be showcased in a comprehensive report of key findings. This user-friendly report will be available to all participants as well as PHTA. The Industry Report will contain an introduction, Executive Summary with graphs and narratives, Detailed Tables, and an Appendix summarizing the survey methodology.
- **Company Performance Report** - Each participant will also receive a personalized Company Performance Report (CPR). These are confidential, individually customized reports of a participant's own survey results shown alongside the most appropriate industry comparatives. This report provides survey participants with an easy means of interpreting their results and comparing them versus their industry peers. These reports are created in a PDF format and securely hosted in the Benchmarking Portal.
- **Searchable Results** – Industry Insights, working in close conjunction with PHTA, will develop and host an online Searchable Results application that will allow users to generate customized results and compare the output vs. their own figures. For example, if you want to compare your company's results versus a specific sales volume and geographic region, you can do so via the Searchable Results tool and generate a customized data report. This tool is available within the Benchmarking Portal, and the results can be exported to Excel.
- **Interactive Report Card** - The Interactive Report Card provides a simple way for you to assess your own results against your preferred benchmarking groups. Much like a student's grade card, the interactive report card provides an easy- to-understand scoring process to "grade" each company's performance for the most relevant metrics.

Another key component of the PHTA Mission Statement is to offer education and resources for members to expand their businesses and achieve personal success, so in addition to the above tools and reports, we would also like to extend a **25% discount** to those who participate in this important research study. (This is only valid for PHTA education within the calendar year.)

### CONFIDENTIALITY STATEMENT

Both PHTA and Industry Insights take the confidentiality of your submitted data very seriously. All survey submissions will go directly to Industry Insights' secure server, and no one at PHTA will ever have access to your individually-identified survey data.

If you have any questions about this valuable new PHTA member benefit, please contact...

