

# FARM EQUIPMENT INDUSTRY TRENDS

## COMPANY ANALYSIS (Net % of AI)\*

Description	Average of All Dealers		20% Most Profitable Dealers Averaged*		20% Least Profitable Dealers Averaged*		Your Dealership	
<b>CURRENT UNIT INVENTORY</b>								
Total New Unit Inventory	\$97,001,012		\$86,689,766		\$105,592,630		\$ _____	
Total Used Unit Inventory	\$83,720,180		\$82,532,335		\$107,922,409		\$ _____	
<b>Total Inventory</b>	<b>\$180,597,389</b>		<b>\$169,222,101</b>		<b>\$213,520,731</b>		<b>\$ _____</b>	
<b>YTD TURNOVER   RETURN ON AVG INV</b>	<b>T.O.</b>	<b>ROAI</b>	<b>T.O.</b>	<b>ROAI</b>	<b>T.O.</b>	<b>ROAI</b>	<b>T.O.</b>	<b>ROAI</b>
New Unit Inventory	0.9	6.3%	1.1	10.1%	0.9	2.8%	_____	_____ %
Used Unit Inventory	0.7	2.2%	0.7	4.5%	0.7	0.5%	_____	_____ %
<b>Total Inventory</b>	<b>0.8</b>	<b>4.7%</b>	<b>0.9</b>	<b>7.0%</b>	<b>0.7</b>	<b>1.8%</b>	_____	_____ %
<b>UNIT SALES</b>		<b>GM %</b>		<b>GM %</b>		<b>GM %</b>		<b>GM %</b>
Total New Unit Sales	\$92,317,304	5.8%	\$88,534,592	8.2%	\$116,950,094	2.5%	\$ _____	_____ %
Total Used Unit Sales	\$53,360,441	2.0%	\$49,013,749	5.7%	\$62,019,433	1.8%	\$ _____	_____ %
Total Other Sales Dept Sales	\$3,080,997	7.3%	\$2,644,582	6.6%	\$4,843,220	-4.5%	\$ _____	_____ %
<b>Total Unit Sales</b>	<b>\$148,490,829</b>	<b>4.5%</b>	<b>\$139,664,006</b>	<b>7.3%</b>	<b>\$182,844,103</b>	<b>2.1%</b>	<b>\$ _____</b>	<b>_____ %</b>
<b>Company GM% Driven by Units</b>		<b>7.5%</b>		<b>10.2%</b>		<b>4.9%</b>		<b>_____ %</b>
<b>DEALERSHIP SALES BY DEPARTMENT</b>		<b>% SALES</b>		<b>% SALES</b>		<b>% SALES</b>		<b>% SALES</b>
Total Unit Sales Department	\$148,490,829	80.7%	\$139,664,006	80.4%	\$182,844,103	82.7%	\$ _____	_____ %
Total Finance & Insurance Department	\$175,180	0.2%			\$28,910	0.1%	\$ _____	_____ %
Total Service Department	\$11,697,884	6.4%	\$10,763,696	6.2%	\$13,059,138	5.9%	\$ _____	_____ %
Total Parts & Accessories Department	\$22,966,119	12.5%	\$22,854,126	13.2%	\$23,735,989	10.7%	\$ _____	_____ %
Total Rental Department	\$1,300,843	0.8%			\$867,350	0.2%	\$ _____	_____ %
Total Other Departments	\$821,592	0.4%	\$488,484	0.3%	\$1,293,765	0.6%	\$ _____	_____ %
<b>Total Operating Sales</b>	<b>\$183,997,957</b>	<b>100.0%</b>	<b>\$173,672,616</b>	<b>100.0%</b>	<b>\$221,112,248</b>	<b>100.0%</b>	<b>\$ _____</b>	<b>_____ %</b>
<b>AVAILABLE INCOME</b>		<b>GM %</b>		<b>GM %</b>		<b>GM %</b>		<b>GM %</b>
Total Unit Sales Department	\$6,655,913	4.5%	\$10,224,139	7.3%	\$3,810,050	2.1%	\$ _____	_____ %
Total Finance & Insurance Department	\$139,740	79.8%			-\$33,197	-114.8%	\$ _____	_____ %
F&I AI % of Major+Consign Units AI		3.7%				-1.5%	\$ _____	_____ %
Total Service Department	\$10,980,832	93.9%	\$10,342,942	96.1%	\$11,946,226	91.5%	\$ _____	_____ %
Total Parts & Accessories Department	\$6,978,138	30.4%	\$6,728,578	29.4%	\$7,175,946	30.2%	\$ _____	_____ %
Total Rental Department	\$740,693	56.9%			\$867,350	100.0%	\$ _____	_____ %
Total Other Departments	\$304,118	37.0%	\$53,655	11.0%	\$384,814	29.7%	\$ _____	_____ %
<b>Total Operating Available Income</b>	<b>\$24,973,803</b>	<b>13.6%</b>	<b>\$27,338,582</b>	<b>15.7%</b>	<b>\$23,483,867</b>	<b>10.6%</b>	<b>\$ _____</b>	<b>_____ %</b>
<b>Avg Operating AI per Employee</b>	<b>\$64,143</b>		<b>\$81,305</b>		<b>\$53,064</b>		<b>\$ _____</b>	<b>_____ %</b>
<b>EXPENSES</b>		<b>% AI</b>		<b>% AI</b>		<b>% AI</b>		<b>% AI</b>
Total Personnel Expenses	\$13,661,666	54.7%	\$11,284,349	41.3%	\$15,373,431	65.5%	\$ _____	_____ %
Total Advertising Expenses	\$599,107	2.4%	\$497,684	1.8%	\$817,417	3.5%	\$ _____	_____ %
Total Floorplan Interest Expenses	\$1,178,828	4.5%	\$1,219,821	4.5%	\$1,221,653	4.6%	\$ _____	_____ %
Total Other Variable Expenses	\$3,882,368	15.5%	\$3,053,740	11.2%	\$4,593,287	19.6%	\$ _____	_____ %
Total Fixed Expenses	\$4,000,753	16.0%	\$4,034,430	14.8%	\$4,943,339	21.0%	\$ _____	_____ %
<b>Total Expenses</b>	<b>\$23,220,215</b>	<b>93.0%</b>	<b>\$20,090,023</b>	<b>73.5%</b>	<b>\$26,704,796</b>	<b>113.7%</b>	<b>\$ _____</b>	<b>_____ %</b>
<b>NET OPERATING PROFIT/LOSS</b>	<b>\$1,753,588</b>	<b>7.0%</b>	<b>\$7,248,559</b>	<b>26.5%</b>	<b>-\$3,220,929</b>	<b>-13.7%</b>	<b>\$ _____</b>	<b>_____ %</b>
Non-Operating Income & Expense	\$557,223	2.2%	\$436,797	1.6%	\$1,878,147	8.0%	\$ _____	_____ %
<b>NET PROFIT AFTER NON-OPERATING</b>	<b>\$2,286,584</b>	<b>9.2%</b>	<b>\$7,685,356</b>	<b>28.1%</b>	<b>-\$1,342,782</b>	<b>-5.7%</b>	<b>\$ _____</b>	<b>_____ %</b>
<b>NET OPERATING PROFIT % OF SALES</b>	<b>1.0%</b>		<b>4.2%</b>		<b>-1.5%</b>		<b>_____ %</b>	
<b>NET PROFIT AFTER NON-OP % OF SALES</b>	<b>1.2%</b>		<b>4.4%</b>		<b>-0.6%</b>		<b>_____ %</b>	

## FARM EQUIPMENT INDUSTRY TRENDS

### GROSS MARGIN ANALYSIS (Net % of AI)\*

Description	Average of All Dealers		20% Most Profitable Dealers Averaged*		20% Least Profitable Dealers Averaged*		Your Dealership	
	\$ Sales	GM %	\$ Sales	GM %	\$ Sales	GM %	\$ Sales	GM %
New Combines	\$14,243,134	-0.3%	\$15,253,559	6.1%	\$17,494,440	-4.6%	\$ _____	____%
New Heads	\$5,196,396	3.4%					\$ _____	____%
New Tractors 100+ HP	\$26,023,166	0.0%	\$29,497,068	4.4%	\$41,293,428	-4.9%	\$ _____	____%
New Tractors 40-99 HP	\$1,910,933	4.7%			\$1,604,763	4.4%	\$ _____	____%
New Compact Tractors	\$3,403,427	5.8%					\$ _____	____%
New Planting	\$16,788,404	0.6%	\$18,675,999	6.1%	\$22,989,831	-5.2%	\$ _____	____%
New Tillage	\$2,919,751	4.6%			\$1,915,835	-0.1%	\$ _____	____%
New Hay & Forage	\$3,410,159	4.5%	\$1,129,010	7.7%	\$5,008,776	2.1%	\$ _____	____%
New Sprayers	\$14,638,409	5.7%	\$9,484,801	6.5%	\$18,699,304	6.1%	\$ _____	____%
New Attachments	\$1,018,671	11.7%			\$525,070	4.1%	\$ _____	____%
New Construction Equipment	\$4,713,573	7.5%	\$2,440,178	10.4%	\$3,902,853	7.7%	\$ _____	____%
New Turf Equipment	\$5,957,556	8.6%			\$3,362,826	5.8%	\$ _____	____%
New Misc Major Units	\$5,322,598	7.1%	\$9,561,795	8.4%	\$2,916,550	4.6%	\$ _____	____%
New Consumer Products	\$3,636,680	10.3%			\$1,741,261	9.2%	\$ _____	____%
New Utility Vehicles	\$1,465,271	7.5%					\$ _____	____%
New Misc Units / Equipment	\$4,401,169	9.7%			\$8,809,442	8.9%	\$ _____	____%
Used Combines	\$8,616,777	0.3%	\$7,217,779	5.2%	\$10,895,490	2.8%	\$ _____	____%
Used Heads	\$2,052,568	0.1%			\$2,593,808	-3.1%	\$ _____	____%
Used Tractors 100+ HP	\$27,545,228	2.4%	\$25,547,186	5.5%	\$26,076,944	3.9%	\$ _____	____%
Used Compact Tractors	\$982,813	8.7%					\$ _____	____%
Used Planting	\$8,633,562	-0.5%	\$8,655,713	7.1%	\$11,364,289	-2.8%	\$ _____	____%
Used Tillage	\$1,110,885	8.2%			\$1,268,692	5.5%	\$ _____	____%
Used Hay & Forage	\$1,891,406	3.4%	\$388,592	8.6%	\$1,716,356	4.1%	\$ _____	____%
Used Sprayers	\$8,509,935	1.2%	\$9,834,787	6.4%	\$7,677,603	-1.2%	\$ _____	____%
Used Construction Equipment	\$2,219,002	9.8%			\$1,767,514	8.0%	\$ _____	____%
Used Turf Equipment	\$983,608	11.4%					\$ _____	____%
Used Misc Major Units	\$1,272,670	3.5%	\$702,874	9.6%	\$1,602,918	1.2%	\$ _____	____%
Used Non-Itemized Major Units	\$9,719,886	3.9%					\$ _____	____%
Total Parts & Accessories Department	\$22,966,119	30.4%	\$22,854,126	29.4%	\$23,735,989	30.2%	\$ _____	____%
Customer Labor Rate - Current Period	\$156		\$166		\$166		\$ _____	____%