

DATA. COMMUNITY. EXPERT INSIGHTS.

SUBSCRIPTIONS
NOW OPEN!

YOUR
MARKET
METRICS

THE 5 NUMBERS
PROJECT

for Garden Retailers with Ian Baldwin



Your Company's
Data



A Community
for Comparison



Expert Insights
to Drive Results

Your MarketMetrics is a secure, anonymous, cloud-based data visualization and benchmarking platform, built for commercial horticulture.

It allows you to easily see how your company is doing compared to your peers, identify critical industry trends, and make meaningful business decisions to drive *better profitability and financial stability.*

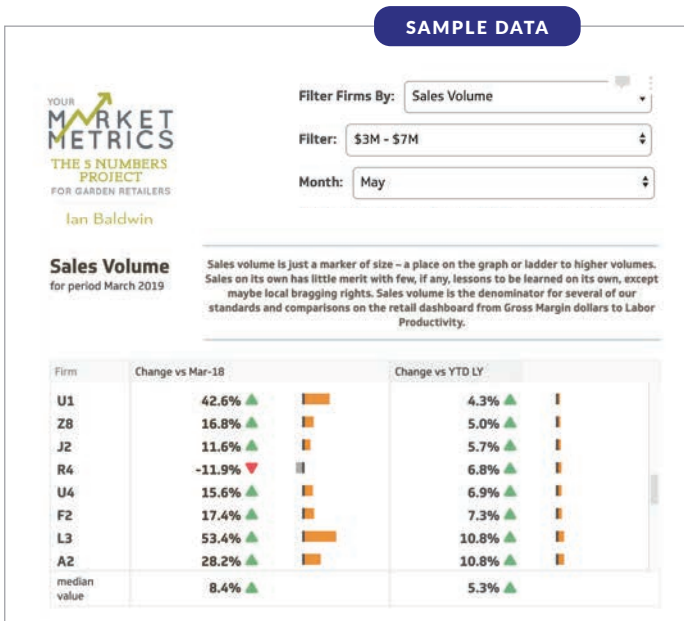
The 5 Numbers Project (T5NP) launched in late 2018 and today tracks the critical numbers for 51 independent garden retail companies from across North America, totaling nearly \$350M in annual sales.

Now we invite you to join them.

How do you compare?

The challenge now is not a lack of data, it's too MUCH data!

The 5 Numbers Project simplifies your business analysis by focusing you – and your team – only on the really key indicators that will drive profitability for garden centers. The 5 Numbers project is online, private, visual, filterable... and best of all, actionable. The platform takes your securely-submitted raw data and ‘crunches’ it into anonymized, comparable metrics, and percentages, presented on filterable dashboards:



Dynamic Comparison Dashboards with Ian's Comments

- Comparisons for all 5 Numbers and the Offspring metrics
- Filterable by business size or by region of the country (more relevant results!)
- Each metric is sortable by firm or monthly and YTD results
- Ian critiques your PRIVATE firm boards and the overall comparison boards, with a goal of helping you to “improve what matters.” His suggestions will help with team building, goal-setting and creating “numbers literacy” with your team.

The project launched in 2018 with 51 subscribers tracking nearly \$350 million in annual retail sales.

The system is available to subscribers 24/7/365. It updates continually (as new firms are added and when new data is collected) and gives you access to period-over-period comparisons: how do your metrics compare to your peers?

What does T5NP measure? (What do you see?)

We measure what really matters.

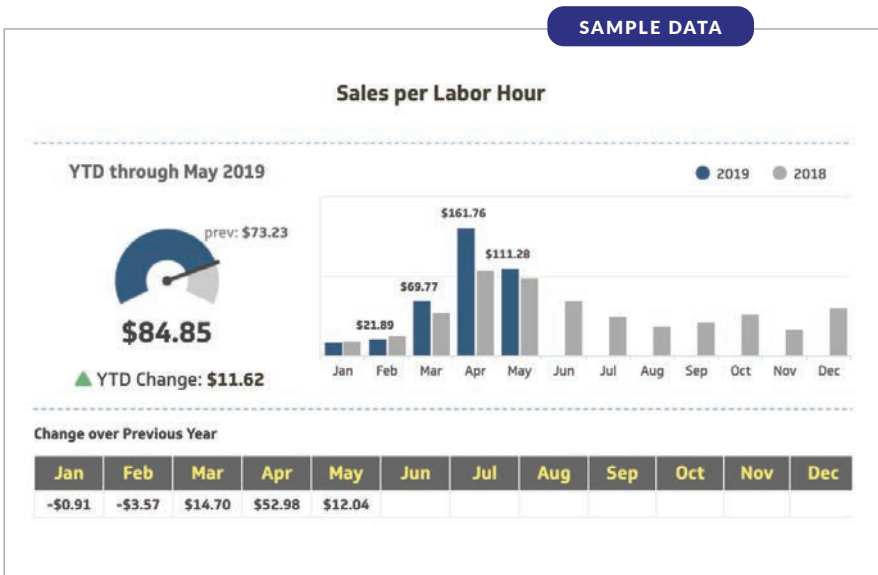
This set of key metrics – the 5 Numbers and their “offspring” – have been used successfully by Ian’s clients for more than a decade to “beat the street” with results, focusing both garden center owners and the team’s attention on the few key numbers that drive profitability.

Log on to your private portal; submit 5 Numbers monthly:

- Retail Sales in dollars
- Customer Count (transactions or “register rings”)
- Gross Margin dollars
- Labor Cost in dollars
- Labor Hours used

The system will calculate these crucial “Offspring” metrics shown monthly on your Dashboard (Month and YTD comparisons).

- Average Sale per customer
- Gross Margin dollar change
- Labor Costs dollar change
- “Gap” Percentage change
- “Gap” Dollars change
- Sales per Labor Hour



Joining in 2019? You will submit 2018 and 2019 monthly numbers to create your baseline for benchmarking and “catch up” to the current project.

What does it cost?

It costs a fraction of what it can make (or save!) you.

First, along with a financial investment, you'll need to make an INFORMATIONAL investment. To expedite your onboarding, and build your private baseline dashboards, you'll get a downloadable Excel spreadsheet and a video tutorial on getting "apples to apples" — to provide monthly historic data for all of 2018 and YTD 2019.

Each month, you'll submit your five numbers through a convenient personalized online submission form. And once you hit "submit" — that's it! The system calculates the rest for you and displays the data in 3 sets of dynamic dashboards.

What do you get when you subscribe?

- Personalized login accounts for 4 team members
- Private company dashboard (your OWN performance, period over period)
- Filterable comparison dashboards by region and business size
- Downloadable "10 Minute Training" topics from Ian Baldwin to help your team focus on the numbers with you.
- Personal comments from Ian on your company's areas of opportunity
- Pre- and post-season webinars: "how's the industry doing?"
- Regular training tips and insights emails to stimulate team learning and action

Who can participate?

Any garden retailer (of any type or size) interested in measuring, comparing—and improving—their company's performance. The platform is NOT open to suppliers, press, customers, educators, researchers or bankers. You have to be an actual garden retailer to get in, period. Current project has welcomed 51 garden center firms of all sizes from across North America, tracking nearly \$350 million in annual sales.

Commitment Period

We all know meaningful financial improvement doesn't happen overnight! While we have broken the payments down into a cashflow-friendly monthly charge, we DO ask firms to commit to an 18-month subscription to enable you to track "Three Springs" worth of data and make improvements.

2019 PROGRAM PRICING

ONBOARDING INVESTMENT: **\$895**

MONTHLY FEE: **\$149**



Are you ready to drive your business' results? Enroll today!
2019 SUBSCRIPTIONS OPEN ONLY AUGUST 1 - SEPTEMBER 15

YOURMARKETMETRICS.COM

How It Works.

1. Subscribe to the Program

Subscribe online at:

www.yourmarketmetrics.com (click on Industry: Garden Retail)

2. Submit Data

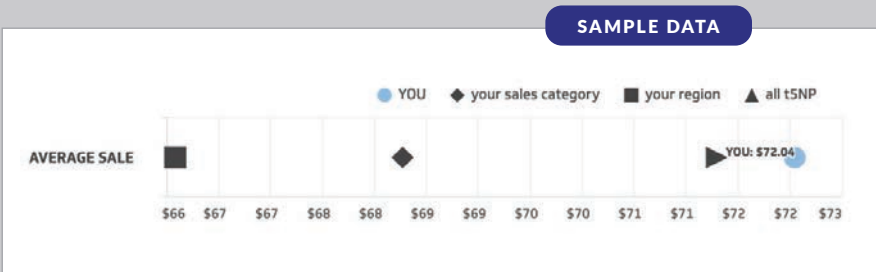
Upon submission of your subscription, our administration team will be in touch to get you started collecting 1.5 years of monthly data points to populate your own private company dashboard. Then monthly, you will login via your private portal and submit your five numbers.

3. See Your Business' Information

We'll assign you an anonymous firm number once you subscribe and you won't see your firm's name appear anywhere online. We assign you (and 3 members from your firm) private login information so you can see JUST your business' information (5 Numbers AND "offspring" metrics) on your private view dashboard.

4. View Comparisons and See Trends

Immediately, you'll be able to see where you stand for "2018 full year" comparisons to other businesses in your size category and region. You'll also get access to filterable comparison boards that show month-by-month industry performance in "real" time.



5. Get Curated Insights

You'll be able to join hosted webinars, receive periodic training tips, and receive invitations to attend private "Ian's Insights" sessions. Immediately after June numbers are posted, Ian will begin to "analyze the season" via a series of trend emails and a post-season webinar.

6. Make Meaningful Decisions and Improve Your Bottom Line

Importantly, you will receive personal comments from Ian highlighting your most significant areas of opportunity. You'll take the insights generated and make meaningful decisions to improve your company's bottom line.



The 5 Numbers Project with Ian Baldwin

Industry Expertise

The 5 Numbers Project (T5NP) garden retail community within Your MarketMetrics is led by Ian Baldwin, a veteran retail consultant who has over 30 years in helping his independent garden and hardware clients “make more money with less stress!”

Born and raised in England, holding a BS in Hort and an MBA, Ian is a well-known consultant, speaker and business thought leader in the retail garden industry. He created and delivered The Garden Center University (GCU) management program, conceived the “Gap Theory” for retail fiscal analysis and has a “Who’s Who” consulting client list.

Ian developed the metrics for T5NP from his work with network groups of garden retailers from coast to coast and is excited to extend the concept into a national program of metrics comparison dashboards.

Exclusivity Promise

Ian is passionate about protecting the proprietary value of this data: this information will NOT be available to the general public via any other venue.

Privacy Matters

We certainly understand: as we developed this system, we knew protecting firm identities was paramount. We’ve intentionally built this system to minimize the number of “eyes” that have access to your company’s name & raw data. When you subscribe, your firm will be assigned a randomized firm number (which you can change at any time). The database of firm numbers to names is not hosted inside the same online system as the data submissions.)

We are also committed to not ‘turning on’ filters until there is a critical mass (using the USDA ‘rule of thumb’: a minimum of 5 firms) in any given category, to prevent people from “backing into” figuring out who a firm might be. (Learn more about our systems and privacy in the Terms of Service online.)