



---

## Financial Playbook for NEMRA Rep Members

---

Dear Members;

NEMRA has partnered with Channel Marketing Group and Financial Problem Solvers to develop a Manufacturer Representative Financial Playbook exclusively for NEMRA members.

This Playbook will bring forth ideas for you to consider as you seek to financially navigate your business during this unprecedented time.

The Playbook is segmented into four key areas:

- Stress Testing Your Business
- Injecting Capital into The Business
- Managing Employee Payroll Expenses
- Cashflow & Expense Management

The Playbook also includes information on the CARES Act, Payroll Deferrals, Layoffs vs. Furloughs, Staffing considerations, and much more.

[Financial Playbook PDF](#)

I hope you find this NEMRA member benefit not only helpful in navigating your way through this difficult time but to also be a resource beyond COVID-19, in planning for other unforeseeable circumstances.

To obtain a copy of the spreadsheet, please reach out to David Gordon of Channel Marketing Group at [dgordon@channelmkt.com](mailto:dgordon@channelmkt.com)

Thank you,



**Jim Johnson**

**President**

**[jjohnson@nemra.org](mailto:jjohnson@nemra.org)**

---

**National Electrical Manufacturers Representatives Association**

28 Deer Street, Suite 302 • Portsmouth, NH 03801 • Tel: (914) 524-8650

[www.nemra.org](http://www.nemra.org) • [nemra@nemra.org](mailto:nemra@nemra.org)



 JOIN OUR EMAIL LIST

 FORWARD THIS EMAIL