



NEW SERVICE PROVIDER OFFERINGS

Product Sales Estimates for NEMRA Members:

- Electrical Product Sales Estimates for 300+ market areas and all 50 states
 - 17 Electrical Product Categories
- NEMRA Exclusive** - Updated each quarter with Q-t-Q and YOY comparisons
- NEMRA Exclusive** – Analysis of notable changes in total market sales
- Product mix percentages developed from Electrical Wholesaling magazine proprietary surveys with more than 100 EW Top 200 Electrical Distributors
- Total sales estimates calculated with Electrical Wholesaling sales-per-employee multipliers from 2022 Market Planning Guide

Examples of *Electrical Marketing's* Product Sales Estimates

Area	Q4 2021 Estimated Total Electrical Product Sales	Wires & Cable	Lighting	Lighting Controls	Wiring Devices	Distribution Equipment	Switchgear	Circuit Breakers	Transformers	Control & Signaling	Communications & Datacom	Connectors & Terminals	Outlet Boxes & Receptacles	Industrial Controls	Utility Products & Pole-Line Hardware	Value Data Sales (M\$)	YOY % Change	
ALABAMA	\$2	2,085.1	289.7	137.7	488.9	85.9	78.0	138.1	284.0	89.9	33.1	132.8	89.7	42.3	81.8	188.8	73.8	241.32
Alabama-Central Andean	\$1	1,074.2	202.0	100.0	330.0	47.4	9.2	104.0	10.0	87.2	26.8	122.8	81.2	39.8	47.8	38.4	124.7	87.2
Alaska	\$2	284.4	39.1	15.9	49.7	6.4	9.1	15.4	23.5	10.7	3.5	15.1	10.1	3.8	7.8	6.8	18.4	38.4
Arizona	\$2	85.2	12.0	5.4	18.0	2.0	2.0	5.0	7.0	3.0	1.0	4.0	3.0	1.0	2.0	1.0	5.0	15.0
Arkansas	\$2	88.4	7.8	3.2	10.0	1.0	1.0	3.0	2.0	2.0	1.0	3.0	2.0	1.0	1.0	3.0	2.0	7.0
California	\$2	87.7	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
Colorado	\$2	47.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
Connecticut	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
Delaware	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
Florida	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
Georgia	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
Hawaii	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
Idaho	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
Illinois	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
Indiana	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
Iowa	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
Kansas	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
Kentucky	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
Louisiana	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
MAINE	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
MARYLAND	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
MASSACHUSETTS	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
MICHIGAN	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
MINNESOTA	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
MISSISSIPPI	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
MISSOURI	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
MONTANA	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
NEBRASKA	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
NEVADA	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
NEW HAMPSHIRE	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
NEW JERSEY	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
NEW MEXICO	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
NEW YORK	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
NORTH CAROLINA	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
NORTH DAKOTA	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
OHIO	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
OKLAHOMA	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
OREGON	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
PENNSYLVANIA	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
RHODE ISLAND	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
SOUTH CAROLINA	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
SOUTH DAKOTA	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
TENNESSEE	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
TEXAS	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
UTAH	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
Vermont	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
VIRGINIA	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
WASHINGTON	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
WEST VIRGINIA	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
WISCONSIN	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
WYOMING	\$2	41.8	6.0	2.0	8.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
TOTAL	\$2	1,048.1	149.8	70.7	242.7	41.1	37.1	65.1	137.1	45.1	15.1	59.1	45.1	19.1	37.1	74.1	29.1	100.1



Electrical Price Index Historical Data for NEMRA Members:

- 28 electrical product categories published monthly in Electrical Marketing's Electrical Price Index (EPI)
- NEMRA Exclusive** - Members would get monthly feed of EPI updates with all historical data each month. Regular subscribers just get monthly EPI pricing data
- NEMRA Exclusive** - Members get analysis and alert of product categories with unusual activity
- EPI historical data compiled back to 1990 by S&P Global

Examples of Electrical Product Pricing Data

DATE	TOTAL INDEX	MTM % Change	YOY % Change	BUILDING WIRE & CABLE	MTM % Change	YOY % Change	POWER WIRE & CABLE	MTM % Change	YOY % Change	CONDUIT FITTINGS	MTM % Change	YOY % Change	METAL CONDUIT	MTM % Change	YOY % Change	NONMETALLIC CONDUIT	MTM % Change	YOY % Change	SWITCHGEAR	MTM % Change	YOY % Change
Jan-21	1.60	0.7	4.4	2.01	1.5	9.7	2.31	3.1	10.1	1.75	1.8	10.5	1.90	0.4	3.3	1.77	1.4	8.5	1.74	-0.1	-0.1
Feb-21	1.60	0.6	5.2	2.04	1.3	12.1	2.36	1.8	11.0	1.77	0.8	11.9	1.91	0.3	3.7	1.78	0.7	9.6	1.76	1.4	2.3
Mar-21	1.64	2.0	7.5	2.13	4.6	18.9	2.39	1.5	14.7	1.86	5.2	16.1	1.95	2.2	5.9	1.85	4.0	12.7	1.75	-0.6	3.1
Apr-21	1.67	2.3	10.2	2.23	4.4	25.3	2.56	7.2	23.3	2.02	8.6	27.7	1.97	1.0	6.8	1.98	7.0	21.8	1.79	2.2	4.7
May-21	1.69	1.2	11.7	2.31	3.7	29.9	2.59	1.0	25.9	2.05	1.8	32.5	2.00	1.6	8.7	2.01	1.6	25.5	1.79	0.2	4.9
Jun-21	1.73	2.0	13.5	2.38	3.3	33.6	2.89	11.8	41.8	2.09	1.8	33.0	2.03	1.3	9.9	2.06	2.3	27.0	1.79	0.2	4.5
Jul-21	1.76	1.7	14.6	2.42	1.4	33.0	2.91	0.4	38.5	2.23	6.8	37.8	2.10	3.2	12.9	2.18	5.9	31.5	1.86	3.8	7.0
Aug-21	1.77	1.0	14.8	2.46	1.7	32.7	2.98	2.6	39.2	2.27	1.6	38.6	2.12	1.1	13.7	2.23	2.3	33.4	1.85	-0.5	9.8
Sep-21	1.81	1.9	16.2	2.47	0.3	31.2	3.01	1.1	38.5	2.42	6.6	43.0	2.15	1.5	14.9	2.36	5.9	37.7	1.95	5.2	13.7
Oct-21	1.81	0.2	16.1	2.55	3.2	34.7	3.37	11.8	52.7	2.28	-5.8	33.7	2.18	1.1	15.3	2.26	-4.4	30.9	1.90	-2.7	10.4
Nov-21	1.84	1.6	17.1	2.58	1.5	33.6	3.44	2.2	52.5	2.40	5.3	40.8	2.20	1.0	16.0	2.36	4.5	36.6	1.91	0.8	10.4
Dec-21	1.84	-0.3	15.9	2.54	-1.6	28.0	3.43	-0.3	52.8	2.34	-2.7	35.6	2.23	1.4	17.5	2.32	-1.7	33.1	1.94	1.5	11.8
Jan-22	1.90	3.5	19.2	2.55	0.2	26.4	3.36	-2.0	45.4	2.61	11.7	49.8	2.26	1.6	18.9	2.55	9.9	44.3	1.96	0.8	12.8
Feb-22	1.92	1.1	19.8	2.58	1.4	26.4	3.37	0.3	43.2	2.63	0.8	49.8	2.28	0.7	19.3	2.58	1.1	44.8	2.16	10.3	22.7
Mar-22	1.96	1.9	19.7	2.70	4.4	26.3	3.50	3.7	46.3	2.59	-1.4	39.5	2.28	0.1	16.9	2.56	-0.7	38.3	2.07	4.0	16.6

NEMRA Exclusive – Member only \$99 Bundled Rate





DISC CORP

DISC Economic Forecasting for NEMRA Members:

Gain access to the same data sets that your major electrical distributors and leading manufacturers use.

- **NEMRA Exclusive** – Disc training and support included at no additional charge.
- **NEMRA Exclusive** - Disc will create custom reports upon request at a discounted rate of \$125/hour and set up territories for a negotiated fee.
- **NEMRA Exclusive** – Member only rates per below

Product	Attributes	Uses
DataSearch™	<ul style="list-style-type: none"> • 5 Year Annual Forecast of Industry Sales • National, State, County • Contractor, Industrial, Utility, Institutional • Customize Sales Territories • Develop Product Databases 	<ul style="list-style-type: none"> • Market Planning • Competitive Analysis • Strategic/Long Range Planning • Territory Management • Budgeting/Quotas
MarketTrack™	<ul style="list-style-type: none"> • NAICS Code Database • Forecast Industry Purchases from Distributors • National, State, County, Zip Code • \$ Purchases, Employees, Locations \$/Employee Multipliers 	<ul style="list-style-type: none"> • Territory/Sales Management • Point of Sale Analysis • Account Management/Potential • National Account Management • Prospect for New Business • Quotas
MetroCast™	<ul style="list-style-type: none"> • Long Range Annual Forecast • Distributor Sales for 150 Metro Areas • Updated Quarterly • Contractor, Industrial, Utility, Institutional 	<ul style="list-style-type: none"> • Sales Planning/Analysis • Competitive Analysis • Strategic/Long Range Planning • Mergers/Acquisitions • Performance Measurement • Budgeting
MetroPro™	<ul style="list-style-type: none"> • Product Forecast • Includes 11 Major Product Categories • 150 MSAs • Long Range Outlook 	<ul style="list-style-type: none"> • Short/Long Range Product Planning • Budgeting • Quotas • Joint Distributor/Vendor Planning • Product Sales Analysis
MetroPulse™	<ul style="list-style-type: none"> • Quarterly Industry Outlook • Distributor Sales for 150 Metro Areas • Contractor, Industrial, Utility, Institutional 	<ul style="list-style-type: none"> • Sales Planning/Analysis • Competitive Analysis • Mergers/Acquisitions • Performance Measurement • Budgeting

NEMRA 2022 Product Price Sheet	NEMRA MEMBER Price Each	MEMBER PRICE 5 or More	Length	Update Schedule
Combined DataSearch/ MarketTrack Per State	\$1,300	\$1,100	1 Year	Bi-annual Spring and Fall
Flash Update / Report	\$895	N/A	1 Year	Monthly
PAST BOD or NMG Committee Member	\$795	N/A	1 Year	Monthly
Quarterly Flash Update Report	Free With Paid Data Base Subscription		1 Year	Quarterly
Metro Pulse	\$3,000	N/A	1 Year	Quarterly
Metro Cast	\$2,500	N/A	1 Year	Quarterly
Metro Pro	\$2,000	N/A	1 Year	Quarterly
Manufacture Full Site License All Products	\$20,000	N/A	1 Year	As Above





T.I.P.S. 4 REPS

SuccessIN Planning Tools:

Learn about REP Management (Retirement and Exit Plan) and RISK Management (Retention, Incentive and Succession of Key People)

- **Complimentary** - REPort Card Assessment
- **Complimentary** - “SuccessIN Planning” White Paper.

Professional Business Valuation:

Gain a clear understanding of the current worth of your business with the rep specific REPresentative Valuation™ professional business valuation.

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