

# NEW SERVICE PROVIDER OFFERINGS



## EC&M

#### **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 Qt-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

Josa	Postal	4Q 2021 Estimated Total Electrical Potential	Wire & Cable	Lamps -Total	Lighting Fixtures		Wiring Devices - Receptacles	Distribution Equipment	Switchgear	Circuit Breakers	Fuses	Conduit &	Conduit Fittings and Accessories	Connectors &	Enclosures	Outlet Scens & Accessories	Industrial Controls	Utility Products & Pole-Line Handware	Voice Data Video (VDV) Products	Other
ARIZONA	AZ	2,550.1	339.17	137.71	430.97	56.10	79.05	135.16	204.01	86.70	33.15	132.61	86.70	43.35	61.20	51.00	160.66	73.95	96.91	341.72
Phoenix-Mesa-Scottsdale	AZ	1,974.2	262.56	106.60	333.63	43.43	61.20	104.63	157.93	67.12	25.66	102.66	67.12	33.56	47.38	39.48	124.37	57.25	75.02	264.54
Tucson	AZ	294.4	39.15	15.90	49.75	6.48	9.13	15.60	23.55	10.01	3.83	15.31	10.01	5.00	7.06	5.89	18.54	8.54	11.19	39.44
Prescott	A2	95.2	12.66	5.14	16.09	2.09	2.95	5.05	7.62	3.24	1.24	4.95	3.24	1.62	2.28	1.90	6.00	2.76	3.62	12.76
Lake Havasu City-Kingman	A2	59.4	7.90	3.21	10.03	1.31	1.84	3.15	4.75	2.02	0.77	3.09	2.02	1.01	1.42	1.19	3.74	1.72	2.26	7.96
Yuna	A2	51.7	6.87	2.79	8.73	1.14	1.60	2.74	4.13	1.76	0.67	2.69	1.76	0.88	1.24	1.03	3.25	1.50	1.96	6.92
Siema Vista-Douglas	A2	47.8	6.36	2.58	8.08	1.05	1.48	2.53	3.82	182	0.62	2.49	1.62	0.81	1.15	0.96	3.01	1.39	1.82	6.40
Regetalf	A2	43.8	5.82	2.36	7.40	0.96	1.36	2.32	3.50	1.49	0.57	2.28	1.49	0.74	1.05	0.88	2.76	1.27	1.66	5.86
Area	Postal	4Q 2021 Estimated Total Electrical Potential	Wire & Cable	Lamps -Total	Lighting Flatures	Lighting Controls	Wiring Devices - Receptacles	Distribution Equipment	Switchgear	Circuit Breakers	Fuses	Conduit &	Conduit Fittings and Accessories	Connectors &		Outlet Score	Industrial Controls	Utility Products & Pole-Line Hardware	Voice Data Video (VOV) Products	Other
NDIANA	N	3,145.6	418.36	169.86	531.60	69.20	97.51	166.71	251.64	106.95	40.89	163.57	106.95	53.47	75.49	62.91	198.17	91.22	119.53	421.51
Indianapolis-Carmel-Anderson	N	975.1	129.69	52.65	164.79	21.45	30.23	51.68	78.01	33.15	12.68	50.70	33.15	16.58	23.40	19.50	61.43	28.28	37.05	130.66
Gary	N	256.0	34.04	13.82	43.26	5.63	7.94	13.57	20.48	8.70	3.33	13.31	8.70	4.35	6.14	5.12	16.13	7.42	9.73	34.30
Elkhart-Goshen	N	240.3	31.96	12:98	40.61	5.29	7.45	12.74	19.22	8.17	3.12	12.50	8.17	4.09	5.77	4.81	15.14	6.97	9.13	32.20
Fort Wayne	N	233.9	31.11	12.63	39.53	5.15	7.25	12.40	18.71	7.95	3.04	12.16	7.95	3.98	5.61	4.68	14.74	6.78	8.89	31.34
South Bend-Mishawaka	N	106.2	14.13	5.74	17.95	2.34	3.29	5.63	8.50	3.61	1.38	5.52	3.61	1.81	2.55	2.12	6.69	3.08	4.04	14.23
Lafayeto-West Lafayete	N	95.9	12.76	5.18	16.21	2.11	2.97	5.08	7.67	3.26	1.25	4.99	3.26	1.63	2.30	192	6.04	2.78	3.64	12.85
Columbus	N	70.0	9.31	3.78	11.83	1.54	2.17	3.71	5.60	2.38	0.91	3.64	2.38	1.19	1.68	1.40	4.41	2.03	2.66	9.38
Bioomington	N	67.8	9.02	3.66	11.46	1.49	2.10	3.60	5.43	2.31	0.88	3.53	2.31	1.15	1.63	1.36	4.27	1.97	2.58	9.09
Terre Haute	N	64.0	8.51	3.46	10.82	1.41	1.98	3.39	5.12	2.18	0.83	3.33		1.09	1.54	1.28	4.03	1.86	2.43	8.58
Michigan City-La Porte	N	44.7	5.94	2.41	7.55	0.98	1.39	2.37	3.57	1.52	0.58	2.32		0.76	1.07	0.89	2.82	1.30	1.70	5.99
Kokomo	N	42.6	5.66	2.30	7.20	0.94	1.32	2.26	3.41	1.45	0.55	2.21			1.02	0.85	2.68	1.23	1.62	5.71
Muncie	N.	28.8	3.83	1.55	4.86	0.63	0.89	1.52	2.30	0.98	0.37	1.50	0.98	0.49	0.69	0.58	1.81	0.83	1.09	3.85
Eversville	-	154.8	20.59	8.36	26.16	3.41	480	8.20	12.38	5.26	201	8.05		2.63	3.71	3.10	9.75	4.49	5.88	20.74





## EC&M

# **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	48.8	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	48.8	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	18.6

**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™	5 Year Annual Forecast of Industry Sales     National, State, County     Contractor, Industrial, Utility, Institutional     Customize Sales Territories     Develop Product Databases	Market Planning     Competitive Analysis     Strategic/Long Range Planning     Territory Management     Budgeting/Quotas
MarketTrack™	NAICS Code Database     Forecast Industry Purchases from Distributors     National, State, County, Zip Code     S Purchases, Employees, Locations \$/Employee     Multipliers	Territory/Sales Management     Point of Sale Analysis     Account Management/Potential     National Account Management     Prospect for New Business     Quotas
MetroCast™	Long Range Annual Forecast     Distributor Sales for 150 Metro Areas     Updated Quarterly     Contractor, Industrial, Utility, Institutional	Sales Planning/Analysis     Competitive Analysis     Strategic/Long Range Planning     Mergers/Acquisitions     Performance Measurement     Budgeting
MetroPro™	Product Forecast Includes 11 Major Product Categories 150 MSAs Long Range Outlook	Short/Long Range Product Planning     Budgeting     Quotas     Joint Distributor/Vendor Planning     Product Sales Analysis
MetroPulse™	Quarterly Industry Outlook     Distributor Sales for 150 Metro Areas     Contractor, Industrial, Utility, Institutional	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<sup>TM</sup> professional business valuation.

**NEMRA Exclusive** - Member only rate of \$3,500.









### mEtAL cloud

#### **Founding Principles:**

- Nothing to install
- No sales data stored
- Secure communication
- No CRM lock-in

#### **Professional Business Valuation:**

B2B CRM automation of Sales Opportunities and Data between Manufacturers, Representatives and Distributors.

**NEMRA Exclusive** - Unlimited integrations, 33% off.

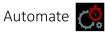
#### **Process**

- Opportunities
- Quotes
- Renewals
- Updates
- Approvals



#### Details

- Accounts
- Products
- Notes
- Attachments
- Pricing



On Demand Or Continuous

⊠ NBO



☑ DR



Any Company

Any CRM



Any Location



Connect





### **Rides & Rentals**

#### **About:**

This service program is a NEMRA Affinity Service Program that allows NEMRA members to **receive exclusive rates and substantial savings anytime you need to rent or purchase a vehicle**.

#### What to Expect:

- Big discounts the next time you need to replace a fleet vehicle, or buy a new delivery truck
- Substantial savings on vehicle rentals, or usedvehicle and new vehicle purchases and leases
- Get a 'corporate-like' discount for your personal trips



