



Steven G. Kost
Executive Vice President

Representing:
Agricultural Equipment Dealers
Industrial Equipment Dealers
Outdoor Power Equipment Dealers
Rental Equipment Dealers

In:
Arizona • California
Colorado • Hawaii
Nevada • Utah
Wyoming

April 27, 2010

Dear FWEDA Member,

The Far West Equipment Dealers Association and the Southwestern Equipment Dealers Association are again joining together to conduct the 2010 Cost of Doing Business Survey.

- Participants can compare their financial performance to that of all dealers (regardless of lines or manufacturers represented);
- Dealers/Members need this information to assist in the valuation process of their businesses for estate planning, buy/sell agreements; sales, mergers/consolidation purposes;
- The CODB Report will include benchmarks in the survey so that dealership goals and budgets can be established for future years;
- A trade association should establish the tradition of generating this type of survey so that trends in business can be established and information can be gleaned that will help dealers improve financial performance in future years.

We will utilize the Southwestern Association's Certified Public Accountants – Curt Kleoppel, CPA, CVA, Bob Charbonneau, CPA, CVA and Lonnie Finch, CPA, CVA – to take the information you provide and compile the results into a Study that will be a useful tool in the management of your dealership(s) and that has results you can trust and take pride in.

The completed survey results will be priced as follows:

- Far West Equipment Dealers Association members who submit financials – No charge.
- Members who do not submit financial information - \$99 per survey
- Nonmembers who submit financials - \$199
- Nonmembers - \$399

You have two options in sending your financial information to Southwestern – one is to complete the attached “templates” by transferring the “numbers” from your financial statements to the “templates.” The other option is to simply send a copy of your year-end financials. We have posted the information on our website www.fweda.com under the tab “Survey” so you can also get the templates in that manner.

Please reply with your latest year-end financial statement (after prudent adjustments truly reflecting your year-end results have been made). **Note:** This statement may differ from your “13th month statement.” Finally, please answer all questions on the enclosed transmittal sheet and send the transmittal sheet along with your financials.

Please note that your information will be kept in strictest confidence and if you choose to not disclose your store/dealership name, that is certainly acceptable. (If you choose to submit anonymously, be sure to send us the tear-off from the enclosed form separately to get the results at no charge.)

April 29, 2010

It is imperative that we have at least 100 equipment dealers submitting financials for the Cost of Business Report to be credible. Please assist us in making the Study meaningful and useful to the entire industry.

Financial Statements returned later than June 4, 2010 will NOT be included in the Report.

Thank you for your support and for taking the time to answer the enclosed survey - this is a very important document and the results will dictate to us how to proceed on issues of major importance to you and your dealership.

You may mail, email or fax your financial statements or template to:

Southwestern Association
Attn: CODB Study
P.O. Box 419264
Kansas City, MO 64141-6264

You may also e-mail results to: curt@swassn.com or Fax to: 816-561-1249.

If you have any questions, comments or concerns please contact me or Luella Warren at your Association office by telephone; 800-576-8850 or email the office at fweda@fweda.com.

Sincerely,



Steven G. Kost
Executive Vice President