

## Exclusive Reports

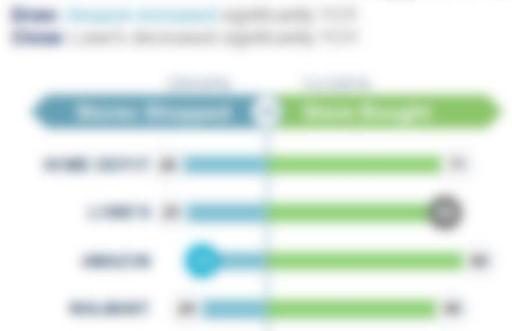
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Members gain access to a wide range of market studies, surveys, reports, and other key resources from organizations such as TraQline, the U.S. Drought Monitor, Constellation, and others. This data includes demographics, parts purchases, sales and profitability, service and labor analysis, e-commerce best practices, and a multitude of additional information that helps drive key business decisions.

Learn more at: <https://www.oppaa.org/member-benefits/>



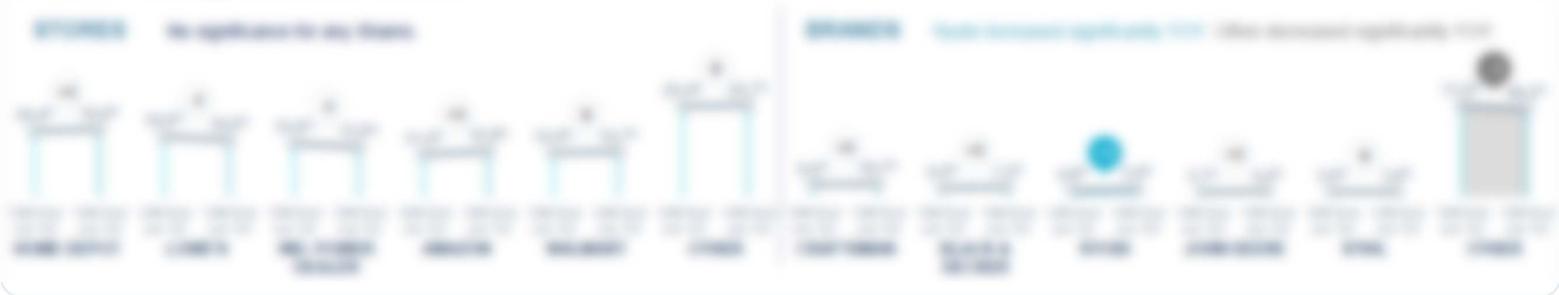
## Which Stores Consumers Shopped & Bought



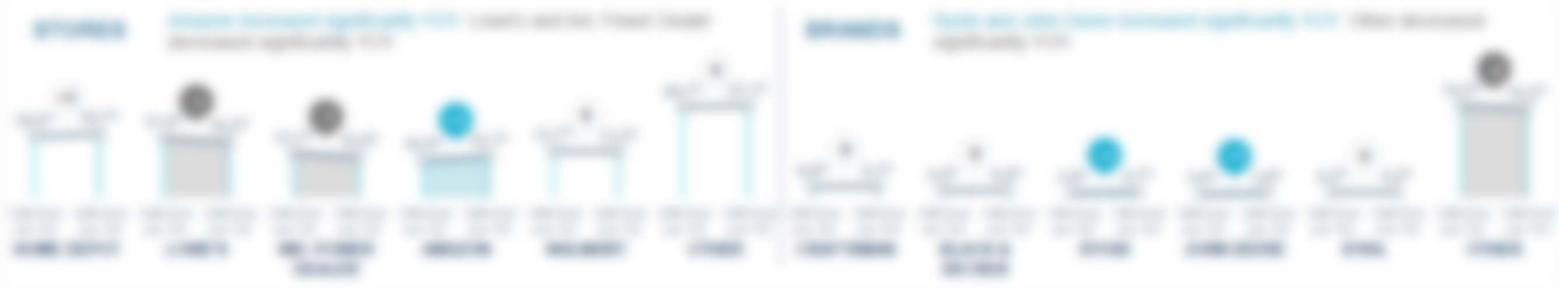
## Where Consumers Buy: Online vs In-Store



## Who's Winning Consumer Dollars



## Who's Selling the Most Units



### Census Region



### Market Dollar Share

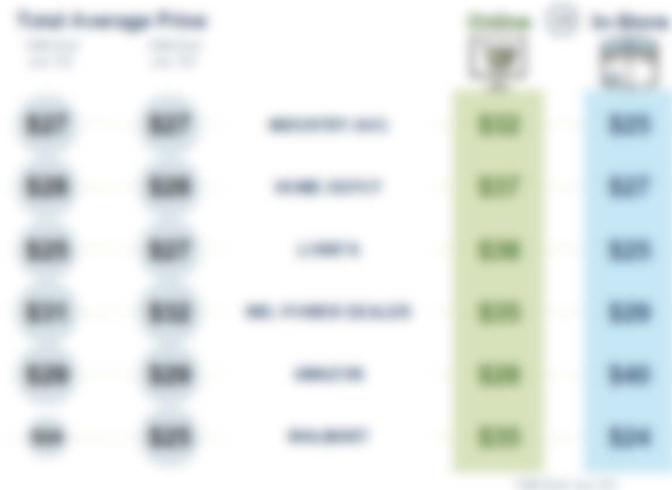


### Shopper Gender

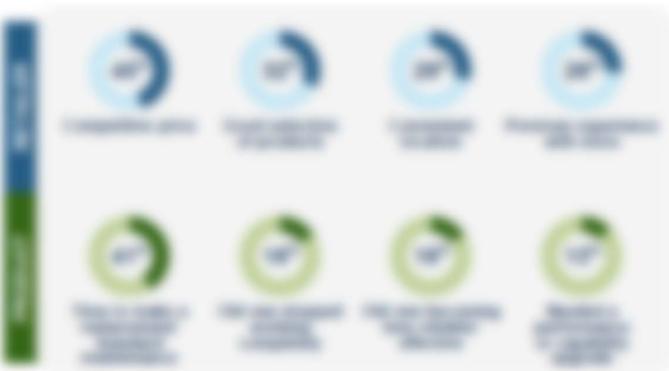


### How Much is Being Paid?

The average price paid for OPE parts in 2023 is \$117. The average price paid for OPE parts in 2022 is \$117. The average price paid for OPE parts in 2021 is \$117.



### Why Behind the Buy?



Key Performance Indicator	National	Midwest	Northeast	South	West	National Averages - Historical Data
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## Wholegoods Analysis Averages

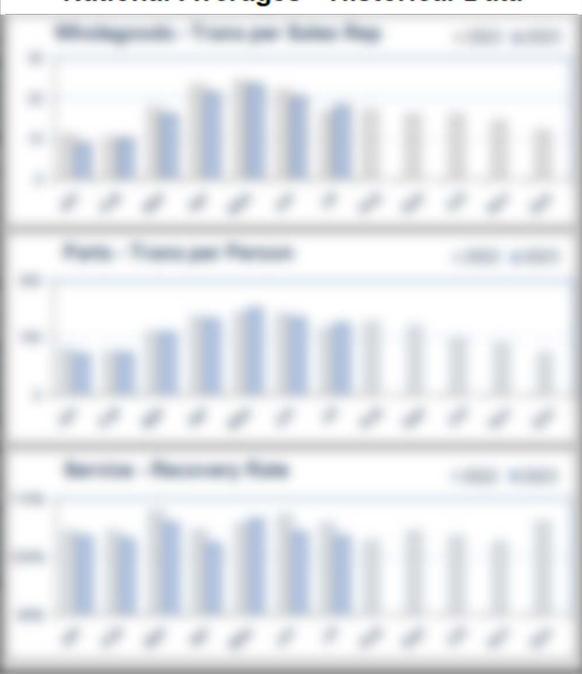
Number of Sales Reps					
Monthly Transactions per Sales Rep					
Monthly Revenue per Sales Rep					
Monthly Gross Profit per Sales Rep					
Gross Profit % - Top Product Lines (by					
Trimmer					
Lawnmower					
Chainsaw					
Blower					
Hedge Trimmer					

## Parts Analysis Total Dealerships Included:

Number of Counter Personnel					
Monthly Transactions per Person					
Monthly Revenue per Person					
Monthly Gross Profit per Person					
Fill Rate					

## Service Analysis Total Dealerships Included:

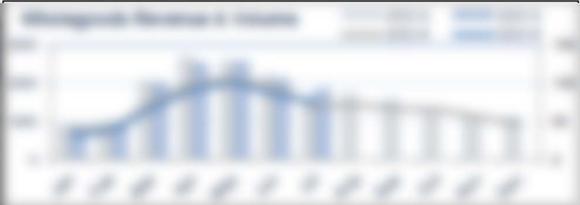
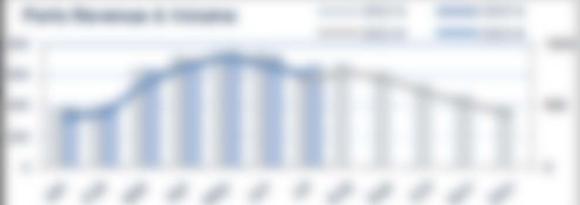
Number of Technicians					
Monthly Billed Hours per Tech.					
Department Recovery Rate					
Tech Efficiency					
Total Hours Worked					
Total Billed Hours					
Average Completion Time (hours)					
Parts to Labor Ratio					



## National Averages 12-Month Average

Historical Trend		Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	12-Month Average
<b>Wholegoods Analysis</b>	Transactions / rep														
	Revenue / rep														
	Gross Profit / rep														
<b>Parts Analysis</b>	Transactions / person														
	Revenue / person														
	Gross Profit / person														
	Fill Rate														
<b>Service Analysis</b>	Recovery Rate														
	Avg Completion Time														
	Tech Efficiency														



Key Performance Indicator	National	Midwest	Northeast	South	West	National Averages - Historical Data	
<b>Wholegoods</b>							
<b>Averages</b>							
Total Number of Invoices							
Total Sales Revenue							
Total Sales Cost							
Total Gross Profit*							
Gross Profit %							
Avg Revenue per Invoice							
Avg Cost of Goods per Invoice							
Avg Gross Profit per Invoice							
Total Dealerships Included:							
<b>Parts</b>							
Total Number of Invoices							
Total Parts Revenue							
Total Parts Cost of Goods							
Total Gross Profit*							
Gross Profit %							
Avg Revenue per Invoice							
Avg Cost of Goods per Invoice							
Avg Gross Profit per Invoice							
Total Dealerships Included:							
<b>Service</b>							
Total Number of Work Orders							
Total Service Revenue							
Total Service Cost of Goods							
Total Gross Profit*							
Gross Profit %							
Avg Revenue per Invoice							
Avg Cost of Goods per Invoice							
Avg Gross Profit per Invoice							
Total Dealerships Included:							

National Averages		12-Month Average												
Historical Trend		Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23
<b>Wholegoods</b>	Invoice Count													
	Total Revenue													
<b>Parts</b>	Invoice Count													
	Total Revenue													
<b>Service</b>	Invoice Count													
	Total Revenue													