AmericanHort

Gain the Edge

Complete the **NEW** AmericanHort Financial Benchmark Survey

Gain valuable insights to boost your competitiveness and improve your bottom line.



AmericanHort is partnering with *Industry Insights* to launch a **Financial Benchmarking Survey** for the green industry. *Industry Insights*, a leading independent research firm, specializes in operating surveys and is the largest provider of Financial Benchmarking Surveys for national trade associations nationwide.

If you are a greenhouse grower, nursery grower, garden retailer, or landscaper we encourage you to participate!

Greenhouse **Nursery** **Garden Retail** **Landscape**

How It Works

Participation in this survey is **free** to all AmericanHort members.

Participating in the Financial Benchmark survey will reveal how your company's financial performance compares to similar sized businesses in your segment of the industry.

All survey participants will receive the **AmericanHort Financial Survey Report**. Premium members will also get a comparison report detailing their company's performance against industry norms.

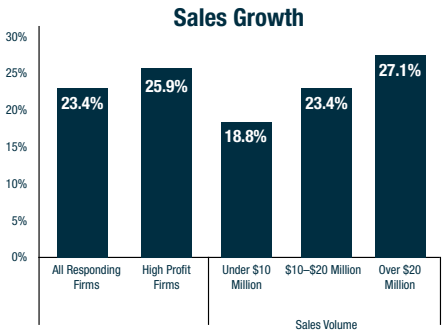
All Data is confidentially collected and maintained by Industry Insights' professional data team and securely stored. Individual company data is never shared, and all benchmark data is only reported in aggregate.

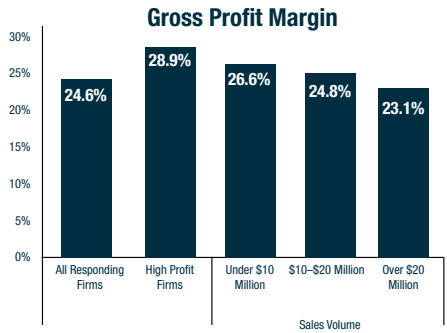
Conducted in partnership with:

INDUSTRY insights

Examples of Performance Metric Charts

For illustrative purposes only.*





What You'll Get

Participating in this survey will help you and your company perform better, grow faster, and prepare for the future.

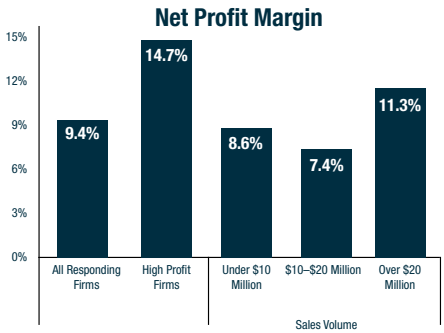
Boost your competitiveness and improve your bottom line by comparing your financial performance metrics with the best firms in the survey.

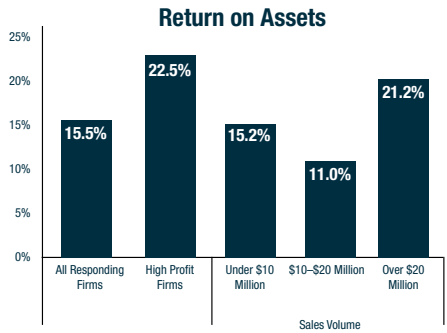
See how your costs such as:

- Labor
- Material
- Transportation
- Overhead costs

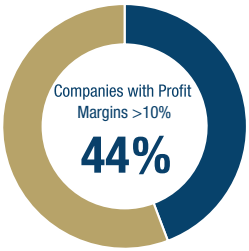
and many other expenses compare.

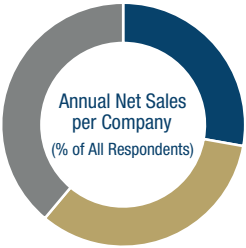
This information can serve as the foundation for improving future business performance.











27.8%
Under $10 Million

33.3%
$10-$20 Million

38.9%
Over $20 Million

	All Responding Firms	Most Profitable Firms (Top 50%)
OVERALL PERFORMANCE MEASURES		
Profit Margin (Net Profit Before Taxes As A % Of Net Sales)	9.4%	14.7%
Asset Turnover (Net Sales/Total Assets)	1.8	1.8
Return on Assets (Net Profit Before Taxes as a % of Total Assets)	15.5%	22.5%
Financial Leverage (Total Assets/Net Worth)	1.6	1.6
Return on Net Worth (Net Profit Before Taxes as a % of Net Worth)	27.2%	39.7%
2021-2022 Percent Change In Overall Sales	23.4%	25.9%
Forecasted 2023 % Change in Sales	5.6%	5.2%
Percentage of total production output that was discarded due to design or production errors	1.5%	1.9%

- Complete the survey
- Get invaluable insights
- Improve your bottom line

SCAN ME

Learn more and complete the survey:

AmericanHort.org/BenchmarkSurvey

**These charts are for illustrative purposes and do not reflect green industry data.*