



FLORIDA MARKETING ASSOCIATES  
CORPORATE RESUME

## Agency growth statistics.

Although replete with opportunities the Florida construction market is demanding. The large and growing influence of national builders, the preponderance of large contractors, and a highly consolidated and competitive distribution channel pose formidable challenges for manufacturers large and small. Compounding matters is the sheer size and complexity of the marketplace.

True success, obtaining and expanding meaningful market share across all segments and channels, in our experience is only possible when your local market management team has a commanding presence market wide and acts in a coordinated manner.

Florida Marketing Associates uses a team approach, supported by ongoing market analysis and a dynamic strategic plan. FMA exists to fulfill manufacturers' unmet objectives in this, the most demanding of environments.

Florida accounts for 12% of U.S. single family starts and 11% of multi-family starts, including a large luxury hi-rise market.



### 21.9%

Growth in 2005 vs. 2004, again for companies represented two years or more. FMA is experiencing accelerating growth as it increases its presence in all channels.

### 20.1%

Growth in 2004 vs. 2003 for lines represented less than five years, and more than two years. FMA prides itself on its ability to leverage existing relationships for the benefits of its client manufacturers.

### 12.2%

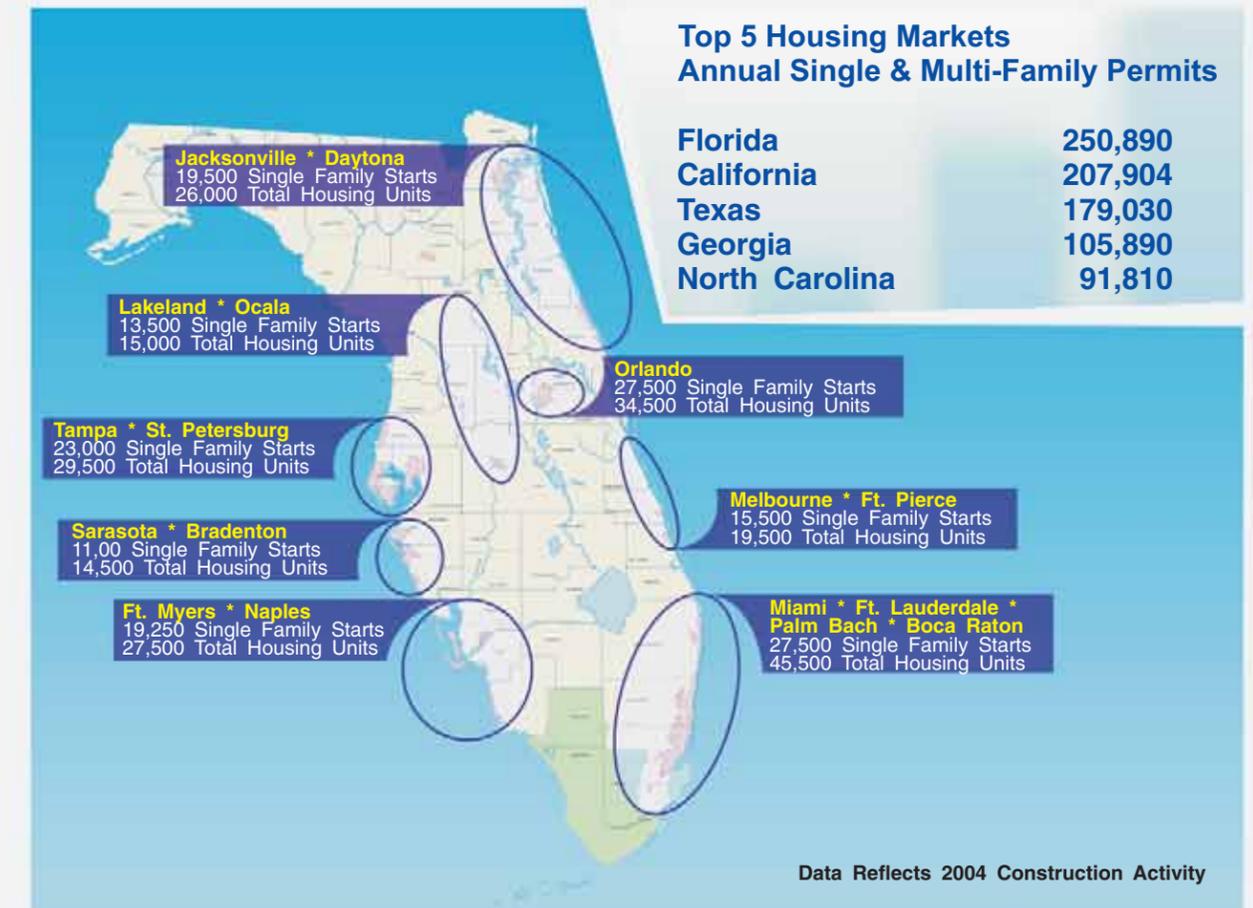
Average Annual Growth - Companies Represented Five Years or More. FMA has a proven track record of consistent growth for large share, established brands.

## The Florida Market By The Numbers



With more residential housing units constructed each year than any other state, 12% of national single and multifamily starts, Florida is unique among the nation's largest construction markets.

- Building activity is spread over eight metro areas.** Unlike states where activity is concentrated in one or two metro areas, the Florida market demands a large staff, high quality personnel able to work independently, an expansive inside sales and service group, and the ability to leverage today's technology to ensure timely communications and data management.
- Highly Evolved Market Segments.** With size comes strength and Florida's market segments and sales channels are populated with numerous, large entities, each with their own unique influence over product selection. It is for these reasons Florida Marketing has specialists in builder, showroom and commercial sales, in addition to seven senior Territory Managers, supported by four Assistant Territory Managers.



Success in Florida's competitive and complex construction market requires a highly effective local sales effort, supported by national market management methods. While the answer may seem obvious, for many the solution remains elusive.

# A Team Approach To Selling

As Florida Marketing has grown and evolved so has its' understanding of how best to effectively influence key decision makers across multiple segments and channels.

Experience has taught us specialists dedicated to each channel, working in coordination with each other and a senior Territory Manager, consistently produces superior results. FMA's team approach is, in our minds the single largest reason for the agency's accelerating growth rate.



## Team Selling

### AN OVERNIGHT SUCCESS YEARS IN THE MAKING

While we would prefer to say FMA's commitment and approach to team selling is the result of a great plan, superbly executed, our central sales strategy is a product of many attempts to take full advantage of the vast opportunities here, in largest and most demanding market.

An answer to the realities of selling in Florida, our staff works together at the builder, the contractor and distributor, as well as with architects, designers and engineers, to guarantee each's needs are being met and interests' accounted for. This approach to serving a vast array of market makers, when done well, reaps tangible dividends for FMA and its' manufacturers as evidenced by our growth rates.

As you can imagine with growth comes added complexity, new challenges, and the need to constantly evolve. FMA has long track record of continued investment in its' people, facilities, technology, and the Florida marketplace.

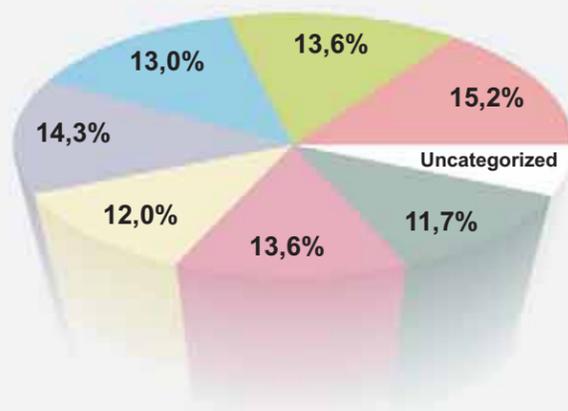
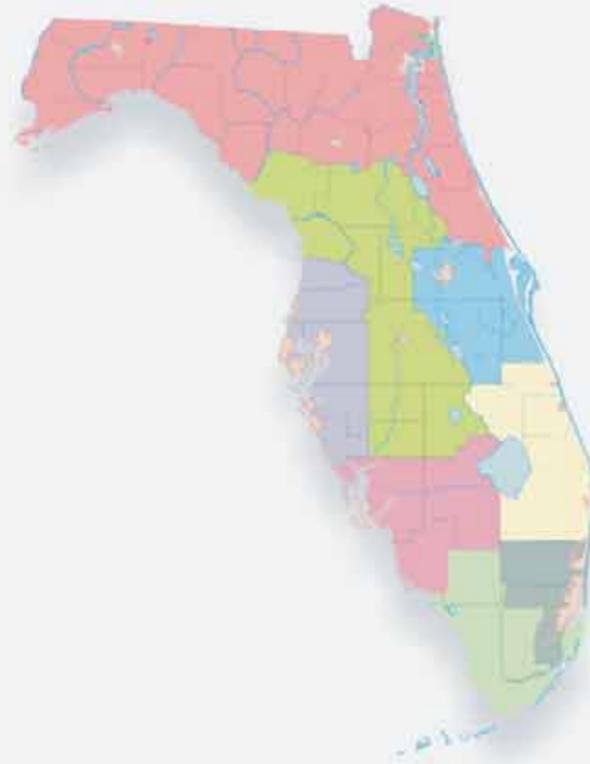
There is perhaps no greater validation of these efforts than the ability to sell in all markets at the growth rates we consistently produce.

## FMA Territory Mangers

### DAILY MARKET MANAGEMENT

Seven individuals tasked with managing an equal number of local market areas configured to create a nexus with the distribution channel. In addition to their team I role, territory managers count among their responsibilities:

- ! Primary contact for distributor owner/excutives.
- ! Create branch support for management commitments.
- ! Oversight of events throughput transaction chain.
- ! Marketing to all agency client contractors in market.
- ! Acquisition of contractor driven opportunities.
- ! Assist contractor in gaining builder support.
- ! Marketing to custom and semi-custom builders.



FMA revenue by market area as a percentage of total revenue during 2005.

# Fma Channel Sales Teams

In addition to seven Territory Managers and their four assistants, Florida Marketing's sales force includes specialist in all channels, each has responsibilities tailored to their market area.

While each of FMA's eighteen (18) outside sales personnel have individual responsibilities, working together as a team comes first.

Personnel from all disciplines make frequent joint sales calls, partner on opportunities, participate in monthly sales meetings and conference calls, and impromptu meetings between small groups.

## Builder Sales

### A DOMINANT FORCE IN THE MARKET

If there is an undeniable truth in Florida today it is the builder, specifically the large builder, has ever increasing influence over product selection and dominates product choices in the single family construction market. FMA's analysis of the market at the start of 2005 indicated 34 of the top 100 national builders active in Florida accounted for 55% of single family starts statewide.

FMA's three builder sales specialists are tasked with calling on these and other national builders, all of which when combined captures approximately 75% of single family homes constructed in Florida.

Our staff's consistent presence in this channel is an invaluable source of information that, when used wisely by the market savvy manufacturer, provides access to an ever increasing portion of the available market.

FMA's Territory Manager's presence among and relationships with contractors and distributors is the perfect compliment, and allows our staff and the agency to sell into and influence events across the entire transaction chain. A must, if you desire success in this highly complex and competitive, yet highly rewarding market.

## Showroom Sales

### CAPTURING PREMIUM PRODUCT SALES

Now in its third year, FMA's two person showroom team's primary mission is servicing 50 showrooms accounting for the vast majority of premium product sales involving the end user. Our staff concentrates on product training, sales training and display placements. The teams consistent and recurring presence in the channel enables us to partner with the showroom consultant in a manner not otherwise possible.

Our showroom team is also tasked with supporting new product introductions, as well as supporting our showroom partners by calling on their architect and interior design clients.

## Commercial Sales

### HI-RISES, HOSPITALITY, HEALTHCARE

Florida's unique market characteristics are also present in the commercial market. While in other markets the emphasis might be office buildings, institutions and industrial users, Florida's mechanical contractors, engineers and architects are heavily involved in Hi-Rise condominiums, hotels and hospitality, and healthcare institutions.

In addition to FMA's Territory Managers who regularly acquire opportunities in the commercial segment, our two person commercial team is dedicated to calling on the mechanical contractor and engineer. A recent market review leads us to believe a far greater portion of near term growth will emanate from commercial sales.

## Florida Marketing Associates Channel Sales Team • Present Staffing

Territory Managers 7 • Assistant Territory Managers 4 • Builder Sales

Showroom Sales • Commercial Sales



# Agency Capabilities Overview

Florida Marketing's daily focus has been and remains our customers, manufacturers and our people. However, a market and agency of our size also requires a significant commitment to constantly expanding and improving less obvious capabilities that are a critical to creating a total market management solution. We believe Florida Marketing's emphasis on planning, superior customer service, top flight facilities and using advanced technologies to support operations, provides our manufacturers and customers a level of value not often found in the rep community.

# Planning • Service • Facilities • Technology



## PLANNING & ANALYSIS

### FMA ANNUAL MARKET REVIEW

At the end of each year FMA performs an in-depth market review beginning with a deep channel check of the builder, contractor and distributor communities. Using empirical data from multiple third party sources, anecdotal information from our staff, and data collected throughout the year, profiles with key attributes are compiled for all significant companies active in the state's residential construction market.



Whether a contractor's preferred supplier and number of mechanics, a builder's annual units, primary plumber and next product review date, or distributor's incentive earnings and key personnel, we use this

information to determine staffing levels by channel and location, potential service enhancements and foremost, identify evolving opportunities.

While we feel our annual market review is a key component of managing the company, we also feel it is of great benefit to our manufacturers, and provides them the closest thing to real time market intelligence. Among the benefits we feel manufacturers accrue are:

- ! New product introductions are more effective.
- ! Promotional dollars can be better utilized.
- ! New customers more easily identified.
- ! Display expenditures better utilized.
- Emerging opportunities more quickly identified.

The benefits of our annual market review can be many, and again, we believe our efforts in this regard are not common among the rep community.

## SERVICE

### THE BETTER HALF OF FLORIDA MARKETING?

Given our emphasis on team selling and channel management it is easy to overlook what, day to day, is of greatest value to our customers and manufacturers, an inside sales and service group who consistently exceed the expectations of all.



Sixteen at last count, our staff of sales, service, warehouse and administrative personnel undergo constant training in new products, techniques and technologies. We take great pride in their ability to crossover in many disciplines and products to provide our customers the fastest response and highest quality solution possible.

Working closely with our outside sales team is paramount among our inside sales and service teams tasks. To this end FMA instituted a secure Intranet portal providing both our inside and outside personnel a common work space for information and document sharing, data collection and dissemination, as well as a secure website for each manufacturer to collaborate with our personnel.

These and other innovations are part of an ongoing effort to support an integrated effort between all FMA personnel. Often unsung heroes, our inside team is an invaluable asset to all.

## FACILITIES

### A NEW ERA OF NEW CAPABILITIES

January 2006 marked the beginning of a new era at Florida Marketing with its relocation to a new, 26,000 square foot office and warehouse facility. More than a new location, FMA's facility allows it to offer new services to both manufacturers and customers.

On site display vignettes and conference facilities were created to provide an appropriate venue for sales presentations to major contractors and builders from around the state, as well as training facility for our staff.



Approximately 20,000 square feet of warehouse space greatly increases our ability to inventory product on behalf of manufacturers. We find our warehousing capacity ideal for supporting new product launches by providing secondary market customer guaranteed availability for products not yet established in distributor inventories. FMA's relocation to its new facility represents a significant commitment of resources to provide new services to both manufacturers and customers.

## TECHNOLOGY

### TOOLS NOT TOYS



Florida Marketing aggressively seeks out technology solutions which improve current capabilities and create new services the agency can provide to both manufacturers and customers. Increasingly important as our staff grows in size and our management tasks grow in complexity, present and planned technology initiatives include:

- Wide scale deployment of Intranet portal. We are expanding functionality to include manufacturer access and secure, collaborative information sites accessible by manufacturers in real time with our inside and outside sales personnel.
- E-Commerce, B2B interface for warehoused and other products. When fully operational this initiative will allow distributors to order warehouse products on-line, 24/7, via a secure, IBM Internet storefront. Other functionality includes e-marketing, electronic coupons and direct manufacturer management of warehoused goods via web browser, and an advanced inventory management solution.

This is but a brief overview of our efforts in this area.



BRIZO



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