



**POOL  
HOT TUB  
ALLIANCE**

# Business Operations Survey



Participants who completely fill out the survey will receive a \$500 education credit from PHTA

## Drive Your Business Decisions With Data

**Participate in the confidential PHTA Business Operations Survey**, an annual benchmarking tool for the pool and hot tub industry, and open the door to new business insight that will take your business to the next level. When you submit your company data confidentially, you will receive a personalized report that will provide you with a valuable benchmark comparison between your company and the overall industry, at no cost to you.

- **Identify important trends** about pool and hot tub business operations.

- **Compare your sales data, staffing levels and costs**, and business performance **CONFIDENTIALLY** against industry companies.

- **Receive a PERSONALIZED report with aggregated survey data**, individual company performance, access to **SEARCHABLE** online results, and an interactive report card with your company's "grade" for the most relevant metrics.

- **Do all of this confidentially and worry-free**, as data is securely hosted in the benchmarking portal of our survey partner, Industry Insights, and no one at PHTA will ever have access to your individually-identified survey data.



**The deadline to complete the survey is May 15, 2023.**

Participation in the survey is **FREE**. You do not need to be a member of PHTA to participate, or receive your benchmarking report and interactive report card.

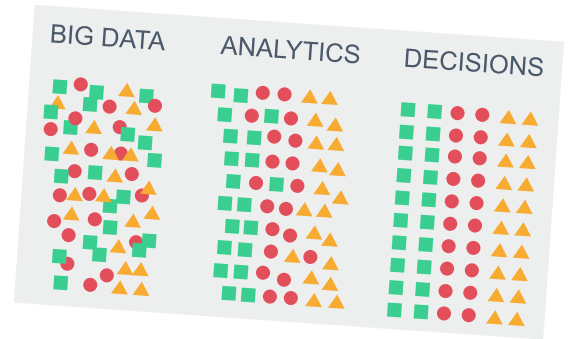


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## MAKE INFORMED DECISIONS

Data-based decision-making helps your company make more accurate, measured decisions. Generate real-time insights and predictions to optimize your performance. Know and understand your market with industry trends that help you make confident, informed decisions for sustainable growth for your company. Graphs and detailed tables will help you easily understand the data.



## START MEASURING YOUR EFFORTS

How does your company measure up? With your confidential personalized company performance report, you will receive individually customized information including your own survey results alongside the most appropriate industry comparatives.



## TRACK YOUR PERFORMANCE

With the data available through the survey, you can compare your company's results versus a specific sales volume and geographic region via the searchable results tool, and generate a customized data report. Results can be exported to Excel!

## Questions?

Contact Seth Ewing at [sewing@phta.org](mailto:sewing@phta.org)

### Pool & Hot Tub Alliance

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Scan QR code or visit [www.PHTAinsights.com](http://www.PHTAinsights.com) to take the survey