



RETURN ON INVESTMENT FOR PLEASANT VALLEY GOLF WORKING WITH PERFORMANCE BUSINESS DESIGN

YOUR REVENUES	<i>Benefit</i>	\$75,000	\$100,000	\$150,000	\$200,000	\$300,000	\$500,000	\$750,000	\$ 1,000,000
Revenue increase from implementing these PBD strategies:									
Your Mission Statements are Impressive	2%	\$1,500	\$2,000	\$3,000	\$4,000	\$6,000	\$10,000	\$15,000	\$20,000
Your Marketing Plan Excites Everyone	4%	3,000	4,000	6,000	8,000	12,000	20,000	30,000	\$40,000
You Launch Sales Campaigns	4%	3,000	4,000	6,000	8,000	12,000	20,000	30,000	\$40,000
PRO-FORMA REVENUES	10%	<u>82,500</u>	<u>110,000</u>	<u>165,000</u>	<u>220,000</u>	<u>330,000</u>	<u>550,000</u>	<u>825,000</u>	<u>1,100,000</u>
YOUR COSTS	<i>80%</i>	\$60,000	\$80,000	\$120,000	\$160,000	\$240,000	\$400,000	\$600,000	\$800,000
Cost (decrease) from implementing these PBD strategies:									
Your Mission Statements are Impressive	0%	-	-	-	-	-	-	\$0	
Your Marketing Plan Excites Everyone	0%	-	-	-	-	-	-	-	
You Launch Sales Campaigns	0%	-	-	-	-	-	-	-	
PRO-FORMA COSTS	0%	60,000	80,000	120,000	160,000	240,000	400,000	600,000	800,000
PRO-FORMA PROFIT		<u>\$22,500</u>	<u>\$30,000</u>	<u>\$45,000</u>	<u>\$60,000</u>	<u>\$90,000</u>	<u>\$150,000</u>	<u>\$225,000</u>	<u>\$300,000</u>
Original Profit		15,000	20,000	30,000	40,000	60,000	100,000	150,000	200,000
Benefit from working with PBD		<u>\$7,500</u>	<u>\$10,000</u>	<u>\$15,000</u>	<u>\$20,000</u>	<u>\$30,000</u>	<u>\$50,000</u>	<u>\$75,000</u>	<u>\$100,000</u>
Performance Business Design Fees:									
Your Mission Statements are Impressive		1,230	1,230	1,230	1,230	1,230	1,230	2,100	2,100
Your Marketing Plan Excites Everyone		2,200	2,200	2,200	2,200	2,200	2,200	670	670
You Launch Sales Campaigns		<u>960</u>	<u>960</u>	<u>960</u>	<u>960</u>	<u>960</u>	<u>960</u>	<u>670</u>	<u>670</u>
Total Fees to PBD		4,390	4,390	4,390	4,390	4,390	4,390	3,440	3,440
Return on Investment Over 2 Years		<u>242%</u>	<u>356%</u>	<u>583%</u>	<u>811%</u>	<u>1267%</u>	<u>1039%</u>	<u>4260%</u>	<u>5714%</u>

NOTES:
 "PBD" represent Performance Business Design
 Prices are subject to change. A formal quote will be made only by presentation.
 All numbers shown above are estimates and cannot be guaranteed.