

product cost changes. And if you have been following our general surveys, you know the trends in sales and earnings for agencies are strong and positive. Agencies are providing more services for principals and customers to produce additional income. And because agents work smarter

every year, revenues are up and will continue to increase. To borrow from economists' language, commission rates are relatively inelastic. However, everything else an agency does can have a dramatic effect on growth and profits.

Survey of Sales Commissions

Product Market	1985 Survey Results			1987 Survey Results		
	Highest %	Average of Average %	Lowest %	Highest %	Average of Average %	Lowest %
Abrasives	11.42	9.04	6.67	9.34	7.34	5.34
Advertising Products & Services	24.23	16.17	8.11	19.07	13.18	7.30
Aerospace & Aviation	9.73	7.44	5.15	11.04	8.63	6.22
Agriculture/Chemicals	13.37	10.24	7.12	7.83	6.12	4.41
Agriculture/Equipment & Machinery	8.68	7.02	5.42	11.31	8.62	5.93
Appliances	6.21	5.21	4.21	6.07	5.10	4.14
Architects & Interior Designers	16.29	11.33	6.37	18.06	12.66	7.26
Arts & Crafts	11.13	8.33	5.54	16.50	11.86	7.22
Automation/Robotics	—	—	—	14.26	11.14	8.02
Automotive/Aftermarket	9.88	7.32	4.77	9.48	7.24	5.00
Automotive/OEM	6.31	5.15	4.00	6.00	4.78	3.56
Beauty Salon & Barber Equipment & Supplies	12.33	9.83	6.33	—	—	—
Building Materials & Supplies	10.68	7.65	4.62	9.90	7.11	4.33
Castings & Forgings	6.05	5.27	4.49	6.16	5.29	4.43
Chemicals/Industrial	14.14	11.57	9.00	13.63	10.44	7.25
Chemicals/Maintenance	20.88	15.83	10.79	13.93	10.59	7.26
Coatings	14.02	10.60	7.19	13.98	10.15	6.32
Computer/Hardware, Software & Peripheral Equipment & Supplies	13.13	9.99	6.85	17.12	12.40	7.68
Construction Equipment & Machinery	12.68	9.57	6.47	10.02	8.09	6.17
Controls & Instrumentation	18.14	13.58	9.03	16.83	12.62	8.42
Electrical/Consumer	6.70	5.64	4.58	7.78	6.27	4.77
Electrical/Technical & Industrial	12.60	9.53	6.46	11.54	8.61	5.69
Electronic/Communications, Audio-Visual & Professional Products	10.38	8.46	6.54	12.14	9.26	6.39
Electronic/Components & Materials	8.40	6.68	4.97	9.56	7.47	5.39
Electronic/Consumer Products	6.53	5.14	3.76	9.41	7.27	5.13
Electronic/Technical Products	12.16	9.61	7.07	14.00	10.57	7.14
Energy	16.14	11.79	7.45	13.50	10.66	7.82
Fasteners	7.46	6.34	5.22	7.68	6.26	4.85
Floor & Wall Coverings	—	—	—	9.14	7.21	5.28
Food/Beverage Chemicals	22.50	15.62	8.75	11.25	8.25	5.25
Food/Beverage Processing	13.47	9.98	6.50	14.57	11.15	7.73
Food/Beverage Products & Services	16.00	15.00	14.00	8.33	6.96	5.60
Food/Beverage Service Equipment	11.05	8.75	6.45	12.30	9.06	5.88
Furniture & Furnishings	11.86	8.75	5.65	9.71	7.83	5.96
Gas, Oil & Petroleum Products & Services	15.02	10.89	6.77	13.15	9.81	6.47
Glass Industry/Raw Materials & Products	9.33	7.99	6.66	15.25	10.33	5.42
Government	9.79	7.33	4.87	9.43	7.42	5.42
Graphics/Printing	13.97	10.54	7.11	16.24	12.00	7.76
Hardware/Houseware	9.38	7.13	4.89	8.80	6.72	4.63
Health & Beauty Aids	—	—	—	18.25	11.88	5.50
Heating, Ventilation, Air Conditioning	15.56	11.10	6.64	14.88	10.38	5.87
Heavy-Duty Truck-Trailer Equipment	8.82	6.99	5.17	7.83	6.31	4.78
Home Improvement	8.10	6.46	4.82	7.86	6.05	4.24
Import-Export	11.82	8.83	5.85	13.07	8.79	4.50
Industrial Equipment & Machinery	16.05	11.53	7.02	15.06	11.04	7.01
Industrial Supplies	13.80	10.29	6.78	12.14	9.08	6.01
Lawn & Garden	—	—	—	8.21	6.42	4.63
Lubricants	13.50	11.25	9.01	13.79	10.28	6.77