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April 13, 2021

Launching the GPS - Reagan's Refreshed Growth & Profitability Survey

To our friends and clients,

We are excited to announce the launch of Reagan's [Growth & Profitability Survey \(GPS\)](#). Formerly known as the Organic Growth & Profitability (OGP) Survey, the GPS is designed to offer you real-time information about the current state of our industry and how your firm is performing, empowering you to more effectively navigate a pathway to heightened value creation.

Since it was launched in 2008, the OGP Survey has become the industry's most trusted source of real-time quarterly benchmarking data and analysis. Enhancements of the GPS include:

- A streamlined data input process
- More detailed and user-friendly benchmarking
- The ability to receive complimentary multi-year trending analysis for firms that regularly submit their data

Like the OGP, the GPS will remain free for all participating brokers.

At the close of the survey, participating firms will then receive:

1. A customized report framing the firm's results as compared with the rest of the industry
2. The Reagan Consulting Quarterly Commentary, providing Reagan's perspectives on the survey data and broader industry trends



The Q1 2021 GPS is now open and accepting submissions through Tuesday, April 27. Should you wish to participate, email Michelle Appelbaum at michelle@reaganconsulting.com to receive a login credential. Existing OGP participants will continue to receive a quarterly invite with your GPS login information.

We hope you will join us in celebrating the launch and consider participating in the first GPS!

Kevin Stipe

President, Reagan Consulting

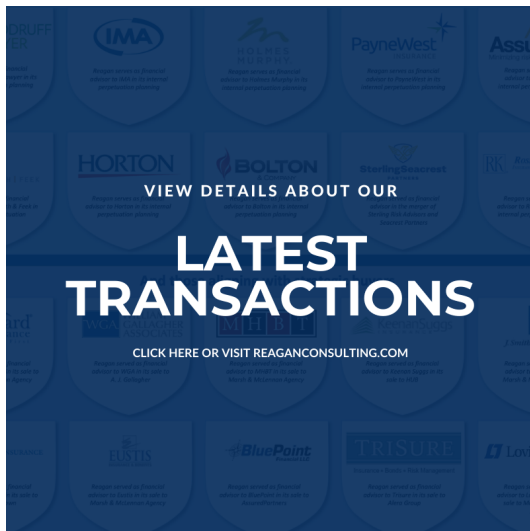
[Email Kevin directly >>>](#)



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