

THE FINANCIAL SURVEY – FAQs

✓ **Do I have to be a CFMA member to upload financial information to the Annual Financial Survey?**

No, the Annual Financial Survey is open to members and non-members

✓ **What do I get for providing information?**

Construction companies receive:

- Two Peer Report credits (each credit permits the holder to run one Peer Report)
- The 2019 Financial Benchmark PDF – about 200 pages.
- A customized Company Performance Report (CPR).

All of this information is placed into each contributor's account when the results are released in mid-September. CPA firms receive similar benefits for each submission, which they can keep or pass on to their clients.

✓ **Is my company's information kept confidential?**

The only people who can view uploaded company financials are the person who submitted it and the company that analyzes the information. Even CFMA cannot see uploaded data.

At no time, is a company ever identified in the Financial Benchmark results. The emphasis is on aggregate industry data, not on performance of individual companies. If there are fewer than five respondents for a particular category, that category will remain blank.

For CPA firms that are uploading information for multiple clients, they can identify those companies by a letter or number and maintain a separate sheet internally to identify those companies.

✓ **Why does it take so long to release the results?**

CFMA's partner, Industry Insights, reviews the submissions and looks for any inconsistencies. If they spot a potential problem, they will contact that company to verify the information. Industry Insights also writes and review the 190+-page PDF, as well as the Executive Summary.

✓ **Can I subscribe in August and get access to 2018 and 2019 data?**

No. Subscriptions are for unlimited access for the product year. It is not based on a calendar year. That means, don't purchase the subscription until the new information is released.

✓ **Why is the Financial Benchmark always a year behind?**

Although it's the year in which it's released, the benchmarker is always based on the most recent fiscal year end, which is the prior year. It can't be based on current fiscal year, because that period is ongoing.

✓ **What is a Peer Report?**

A Peer Report is a customized file that you build, based on criteria that you select. It allows you to look at up to five columns of the Excel file. It's a way to look at only the data that you want to see. Please watch this video. It explains what a Peer Report is and how to build one.

<http://bit.ly/peerreport>