

OUTDOOR LIGHTING PERSPECTIVES®

“Each year the Outdoor Lighting Perspectives franchise system conducts an annual performance survey of the franchise system. The purpose of the survey is to prepare detailed benchmark and performance reports to evaluate individual franchisees and the franchise system as a whole. As part of this process Outdoor Lighting Perspectives Franchising Corporation recognizes individual franchisees that demonstrated outstanding financial and business performance each year.

Three locations were recognized based on an evaluation of key performance metrics tracking many aspects of the Outdoor Lighting Perspectives franchise business. These outstanding locations showed the following performance traits:

- stable and growing revenues,
- stable pricing and consistent gross profit margins,
- prudent expense management,
- effective marketing spending and planning,
- highly productive employees,
- strong financial and working capital management ratios,
- strong overall profitability and returns on assets and equity.

It is important to note that the locations recognized are not the largest locations in terms of sales and employees but are the best managed and among the most successful franchise locations in the Outdoor Lighting Perspectives franchise systems.”

Corey Schroeder
Chief Financial Officer
Outdoor Living Brands



OUTDOOR LIGHTING PERSPECTIVES IS YOUR COMPLETE SOURCE FOR EXTERIOR LIGHTING DESIGN, INSTALLATION & SERVICE.