

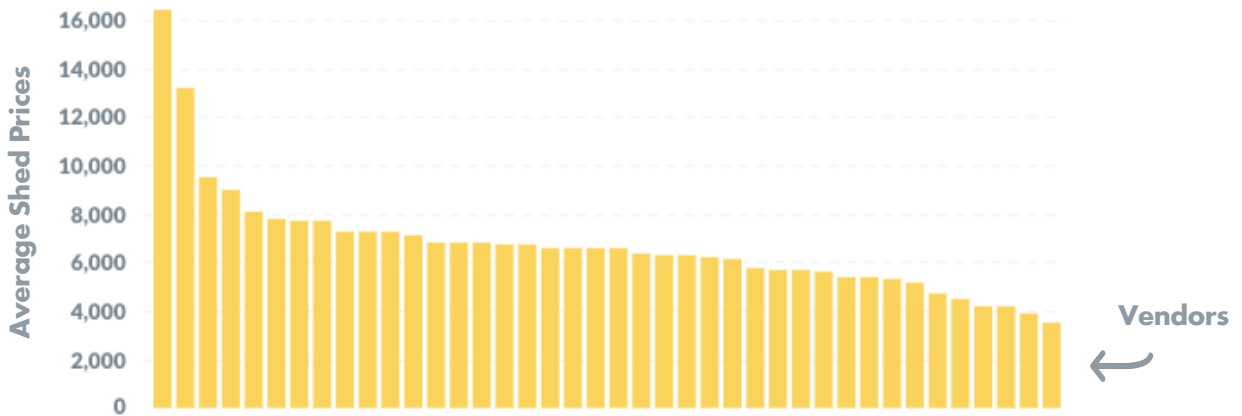


Shed Sales:

Could you be making more?

IdeaRoom Inc.

It should come as no surprise that shed builders want to maximize sales & profits. **But... are they actually doing it?** We decided to dig into the data. Drawing on data from Q1 2019, we looked at over 9,000 online orders from 40 different vendors using a ShedView 3D configurator. Here's what we found:



Largest Price Average

\$16,459



Average Shed Price

\$6,765

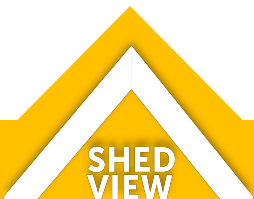


Smallest Price Average

\$3,563

What does your average sales price look like? If it falls towards the lower end of the spectrum & that's something you'd like to change, consider the following:

- You could be underpricing "upsells". Examine your margins on dormers, cupolas & other non-standard features.
- You could be overwhelming your customers with options. 93.7% of the above sales came from simple A-Frame & Gambrel roof styles.
- You could be losing money by giving customers "too long to think". Instant checkout means instant profits.



Sell More, Sell Better.

shedview.com

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