

# 2023 CFSA Business Benchmarking Survey

Thank you for taking time to complete the CFSA Business Benchmarking Survey! This study, and subsequent reporting, will illustrate how well your company is doing in various operational areas, as well as reveal where improvements may be warranted. This is unique, because it was created

## GENERAL

1. What best describes your business?

- Manufacturer
- Distributor
- Other

2. Which do you provide?

- One type of product
- Multiple product lines

3. Please list the types of products you sell.

## GENERAL BUSINESS

4. Compared to last year, has your sales volume

- increased
- decreased
- remained the same

5. If you answered increased, what percentage would you say your volume increased by?

6. If you answered decreased, what percentage would you say your volume decreased by?

7. Are you confident that your company will grow in 2023-2024?

- Yes
- No
- Maybe

8. Average age of your accounts receivable (in days)?

- 0-30
- 31-60
- 61-90
- Over 90
- We don't have accounts receivable.

9. Have your average accounts receivable days increased, decreased, or stayed the same?

- Increased (gotten worse)
- Decreased (gotten better)
- Stayed the same

10. Do you have a dedicated, in-house sales team?

Yes

No

11. How many new product offerings will you offer in 2023-2024?

1-5

6-10

More than 10

12. Do you import products or materials from outside North America?

Yes

No

13. If you answered yes to the above, what percentage of total products/materials are imported?

14. Do you export products or materials from North America to other countries?

Yes

No

15. If you answered yes to the above, what percentage of total products/materials are exported?

## CASKET MANUFACTURERS/DISTRIBUTORS ONLY

16. Of your casket/container sales, what percentage are cremation-related?

17. What type of caskets do you make/sell?

- Metal only
- Wood only
- Metal and wood

## OUTER BURIAL CONTAINER MANUFACTURERS/DISTRIBUTORS ONLY

18. What type of outer burial containers do you make/sell?

- Metal
- Concrete
- Other materials



## HUMAN RESOURCES | EMPLOYEE INFORMATION

19. Number of full-time employees

20. Number of part-time employees

21. Percentage of male employees

22. Percentage of female employees

## HUMAN RESOURCES

23. Do you have a dedicated HR director/coordinator on your staff?

Yes

No

24. What percentage of time is allocated by this staff member to HR?

25. Do you have a staff member dedicated to workplace safety/compliance?

Yes

No

26. What percentage of time is allocated by this staff member to safety and compliance?

27. Do you provide your sales team with a sales incentive plan?

Please select which option is provided to your sales team.

- Commission only
- Salary
- Base & commission
- Profit-sharing at year-end
- Year-end cash bonus
- Other

28. Do you provide your management team with an incentive plan?

Please select which option is provided to your management team.

- Bonus based on sales
- Executive pool
- Year-end bonus
- Return on investment
- Profit-sharing plan
- Percent of net profits
- Position and length of service
- Our company doesn't have a management incentive plan
- Other

29. How often are staff performance appraisals done?

- Yearly
- Quarterly
- Our company does not do performance appraisals
- Other

30. What do you base wage adjustments on?

- Cost of living - inflation
- Company profit and growth
- Discretion of employer
- Merit and performance
- Position and length of service

31. What percentage was your last salary adjustment?

32. Do you provide a company bonus program?

- Yes
- No

33. What is your company bonus calculated on?

- Company profits
- Sales
- Merit and performance
- Management discretion
- Other

34. Do you provide a holiday bonus program?

- Yes
- No

35. What is your holiday bonus calculated on?

- Number of weeks of pay
- Set amount
- Percentage of salary
- Other

36. Do you provide PTO for jury duty?

Yes

No

37. What is the average number of days employees receive for PTO?

38. What percentage of payroll goes toward benefits?

39. How many vacation days are offered after a year of service?

40. How many vacation days are offered after 5 years of service?

41. How many vacation days are offered after 10 years of service?

42. How many vacation days are offered after 20 years of service?

43. Do vacation days carry over into a new year?

Yes

No

44. How many days are allowed to carry over?



45. Who do you offer a retirement plan to?

- All employees
- Full-time employees
- Management only
- No retirement plan offered

46. What type of retirement plan do you offer?

- Defined contribution
- 401K
- 401K with employer match
- Routine or discretionary
- Profit sharing
- Other

47. What insurance plans do you offer?

- HMO
- PPO
- EPO
- Health savings account
- Self-funded
- Other

48. What percentage of the insurance plan is paid by employer?

49. What percentage of the insurance plan is paid by employee?

## 50. What benefits do you offer?

- Employee health insurance
- Employee dental insurance
- Dependent health insurance
- Dependent dental insurance
- Life insurance
- Long-term disability insurance
- Short-term disability insurance
- Other

51. Does your company pay premium on any of the following:

- Employee health insurance
- Employee dental insurance
- Dependent health insurance
- Dependent dental insurance
- Life insurance
- Long-term disability insurance
- Short-term disability insurance

52. What other reimbursements do you make available?

53. Do you provide an employee training budget?

- Yes
- No

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