

For each answer, tell me how strong a return on investment you see such a foundation for YOUR company.

	Very Strong	Somewhat Strong
Raises awareness with your own marketplace	29.1% (30)	42.7% (44)
Efficiencies of numbers create cost savings	14.4% (15)	42.3% (44)
More access to vendors/dealers	20.2% (21)	39.4% (41)
Build volume with vendors/dealers	19.4% (20)	38.8% (40)
Collective marketing saves organization marketing funds	22.1% (23)	39.4% (41)
Network expands marketing dollar	24.0% (25)	30.8% (32)
Tax write-off	9.6% (10)	37.5% (39)
Opportunity to clear unneeded/old inventory	16.3% (17)	34.6% (36)

Survey based on responses from 115 members of Excell Marketing and Procurement; 2008