



BTA Dealers Forecast Revenues for the Year

We are now entering Q2 of 2023 and I am wondering how your year is going. With this in mind, I was reminded that, in the first quarter, I sent out a Dealers Helping Dealers request to member dealers for questions they would like answered by their fellow dealers. One dealer asked: "What can you share about your dealership's revenue forecast for 2023?" Following are many of the responses received from member dealers. I believe you will find them of interest. You can find all of the responses at www.bta.org/DealersHelpingDealers. You will need your username and password to access this member resource.



■ "Our hardware revenue was down by 50% in 2022 (from 2021) and our revenue dipped by 15% as a result, thanks to the equipment shortage. We are well ahead of our 2021 numbers year to date and expect to see 25% growth overall." — *Jeffrey Foley, COO, Apollo Office Systems, Alvin, Texas*

■ "At this point, we are expecting a record year for revenue and profit. The first two months are proving that out to this point." — *Evan Said, director of sales, Coastal Business Systems Inc., Eureka, California*

■ "We are looking at double-digit growth in 2023. We will hit more than 40% growth in MNS and cybersecurity." — *Jim George, president, Donnellon McCarthy Enterprises (DME), Cincinnati, Ohio*

■ "We are forecasting continued growth. We overachieved an aggressive growth plan in 2022 and, given our results in 2022, we are anticipating another banner year in 2023." — *Ken Staubitz, COO, Modern Office Methods, Cincinnati, Ohio*

■ "We are forecasting \$1 million more in revenue than in 2022." — *Tony Sanchez, principal, C3 Tech, Santa Ana, California*

■ "\$25 million." — *Chip Miceli, CEO, Pulse Technology, Schaumburg, Illinois*

■ "\$3.5 million." — *Jose Hernandez, owner, JCM Distributors, Miami, Florida*

■ "We are looking at our revenue to increase 20% over 2022. Barring any unforeseen supply shortage, we expect to exceed this number." — *Sam Stone, president, Stone's Office Equipment, Richmond, Virginia*

■ "We anticipate slight year-over-year growth." — *Jim Clark, CEO, MOS/McCrimon's Office Systems, Gainesville, Florida*

Note: There is another Dealers Helping Dealers question and dealer responses on page 29 in this issue. If you have a question you would like your fellow dealers to address, email it to me at brent@bta.org. ■

— Brent Hoskins

■ "We have an aggressive growth plan for 2023 of 23% for a few reasons, including adding some larger IT contracts at the end of 2022, which will be on plan for all of 2023, as well as three new additions in sales who will be on payroll 100% of 2023 versus 35% to 42% of 2022." — *Chap Breard, president, MOEbiz, Monroe, Louisiana*

■ "We had a 10%-plus hardware increase from 2021 to 2022 and look for even more this calendar year. Our goal is a 20% increase this year. We are very optimistic about 2023. As other dealerships are acquired, customer service fades and fees replace in-person service, we excel." — *Brian Bence, executive director of sales, Shenandoah Valley Office Equipment (SVOE), Verona, Virginia*

■ "\$150 million." — *John Lowery, president, Applied Innovation, Grand Rapids, Michigan*

■ "We expect to grow by 24% through acquisition and 9% through organic growth. The strongest growth areas are managed IT, production and our traditional imaging business." — *Thomas Fimian, CEO, Docu-graphics LLC, Charleston, South Carolina*

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FLASHBACK



The association's magazine cover 66 years ago this month — the NOMDA Spokesman, April 1957.