



# 2024 BTA BEQI Now Available to Dealers

If you are looking to forecast sales, evaluate territories, measure sales potential, establish sales quotas and measure the sales performance of your dealership, the 2024 Business Equipment Quota Index (BEQI) is now available for purchase. Due to the COVID-19 pandemic and its effect on the market, it has been several years since the last BEQI was released, but it has now been updated and provides indices based on 2023 (actual purchases/leases) and planned purchases/leases for 2024, 2025 and 2026.



The 2024 BEQI is a bit different from past editions, as the pandemic created a couple of challenges: (1) The BEQI model is based on the ratio of equipment to employees. The pandemic furloughed many employees, while others worked from home, requiring companies to equip these remote workers with low-end products. There was also a migration of workers from major cities to smaller cities and rural areas. (2) Some government data sources, including the U.S. Census, are still producing COVID-era numbers, which are not a good basis for modeling current- or future-year product demand.

Some of the effects of the pandemic have been temporary. Today, many companies are pursuing return-to-office strategies and some employees are returning to large cities. Also, some cities that saw population expansion during COVID are reporting rental vacancies and out-migration this year.

To adjust for these challenges, we reached out to a series of public and private data sources to try to achieve more reasonable estimates of employee counts and year-over-year growth. Two significant sources were the Bureau of Economic Analysis and the Bureau of Labor Statistics. There will also

be additional employment and economic growth information released this year, and we will update the model as this information becomes available.

Now, for a bit more detail. The BEQI provides indices for the following categories:

- Monochrome MFPs in four speed categories (1-20 pages per minute [ppm], 21-30 ppm, 31-69 ppm and 70-plus ppm)
- All monochrome MFPs
- Color MFPs in the four speed categories listed above
- All color MFPs
- Single-function monochrome printers in the four speed categories
- All single-function monochrome printers
- Single-function color printers in the four speed categories
- All single-function color printers
- Large-format printers
- Scanners (new in 2024)

The eleventh edition of the BEQI provides market potential indices for all U.S. sales territories, including states, metropolitan statistical areas (MSAs), counties and ZIP codes. Each index number is based on Census Bureau data and the public and private data sources mentioned earlier, as well as the responses to a January 2024 web-based survey of 1,200 decision-makers across 13 industries regarding the amount of equipment purchased/leased in 2023 (actual) and purchases/leases planned for 2024, 2025 and 2026. To derive the BEQI indices, ratios of equipment purchases per employee were computed at the industry level and then applied to the distribution of employment by industry at each geographic level.

I encourage you to check out this great industry resource. BTA members can use their \$150 or \$250 discount received with membership toward their purchase of the BEQI. To order, visit [www.bta.org/BEQI](http://www.bta.org/BEQI). ■

— Brent Hoskins

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### FLASHBACK



The association's magazine cover 41 years ago this month — the NOMDA Spokesman, September 1983.