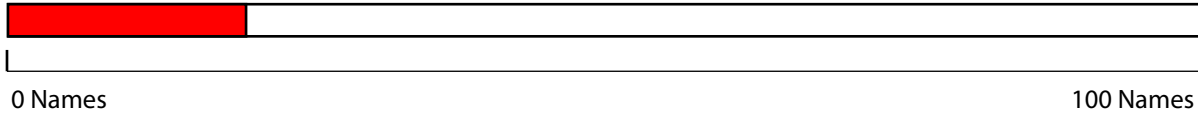
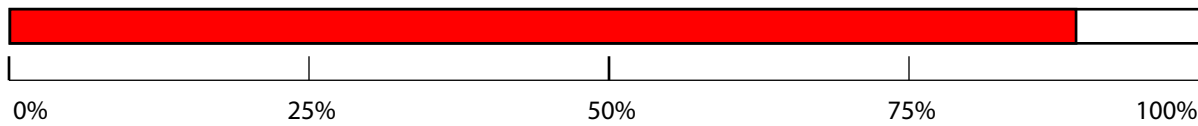


## Sample

Number of Names Listed: 20



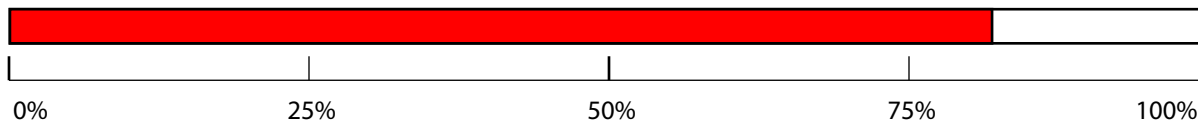
Demographic Market Match Score: 89%



This chart shows the degree to which the candidate's potential market is aligned demographically with the agency's target market. This score reflects the percentage of the candidate's prospects who fit with the agency profile on the following dimensions:

- Annual household income
- Age
- Occupation or situation
- Marital status
- Children

Quality Index: 82%



This chart shows the degree to which the approachability, familiarity, and referral capacity of the candidate's potential market align with the agency's target market, as indexed by the combination of the following dimensions:

- How long has the candidate known his or her prospects?
- How well does the candidate know his or her prospects?
- How often has the candidate seen his or her prospects during the past year?
- How easily could the candidate approach his or her prospects for business purposes?
- Are the candidate's prospects likely to provide him or her with referrals?

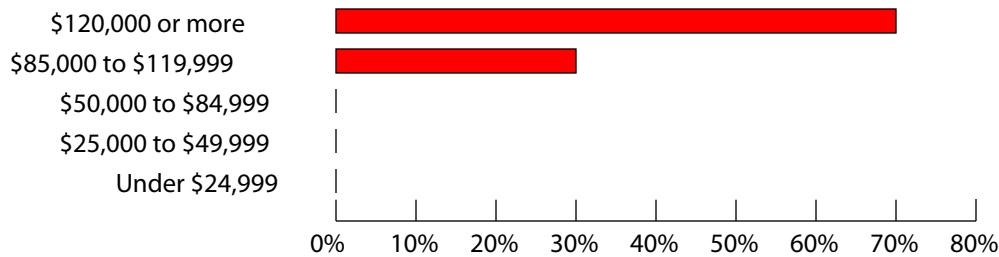
## Sample

How well do the candidate's prospects match the agency's targeted market?

For each category below, the agency's targeted market is identified as those characteristics that were most highly ranked in the MarketMatch Profile completed by the administrator. The fit score reflects the percentage of the candidate's prospects who belong to the agency's targeted market (as identified by **bold text**).

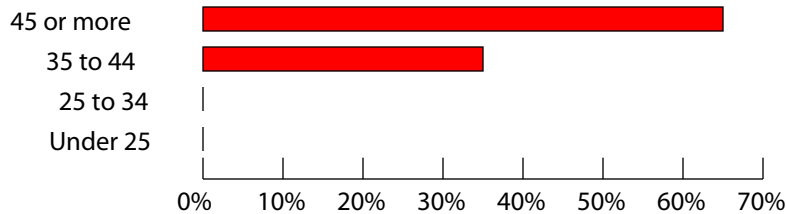
### Annual Household Income (Fit = 100%)

100% of the candidate's prospects match the agency's targeted market. The agency's targeted market is shown in bold text in the graph below and consists of the characteristics ranked 1 or 2 in the MarketMatch Profile.



### Age (Fit = 100%)

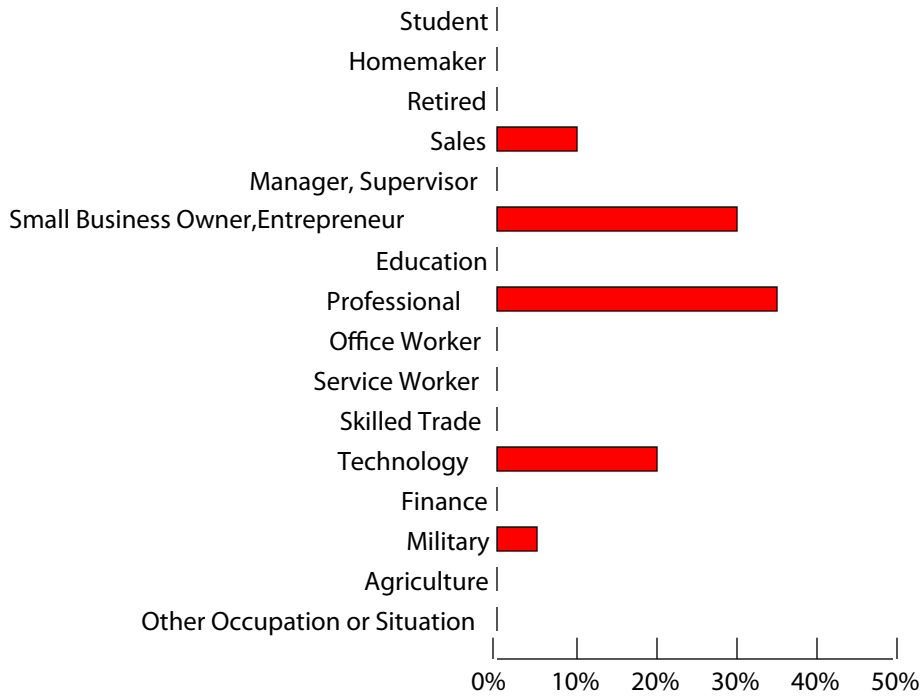
100% of the candidate's prospects match the agency's targeted market. The agency's targeted market is shown in bold text in the graph below and consists of the characteristics ranked 1 or 2 in the MarketMatch Profile.



## Sample

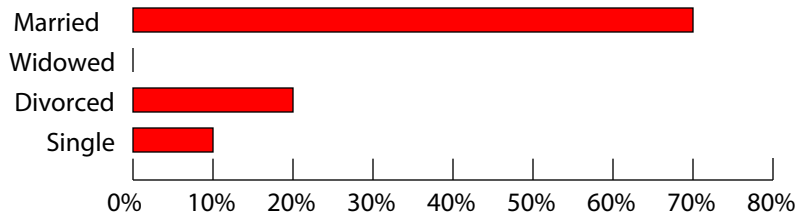
### Occupation or Situation (Fit = 85%)

85% of the candidate's prospects match the agency's targeted market. The agency's targeted market is shown in bold text in the graph below and consists of the characteristics ranked 1, 2, or 3 in the MarketMatch Profile.



### Marital Status (Fit = 70%)

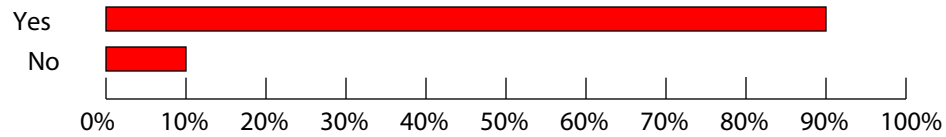
70% of the candidate's prospects match the agency's targeted market. The agency's targeted market is shown in bold text in the graph below and consists of the characteristic ranked 1 in the MarketMatch Profile.



## Sample

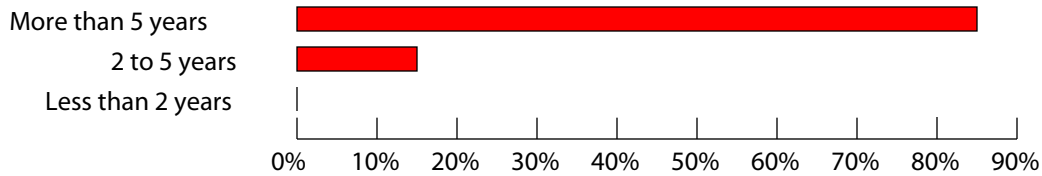
### Children (Fit = 90%)

90% of the candidate's prospects match the agency's targeted market. The agency's targeted market is shown in bold text in the graph below and consists of the characteristic ranked 1 in the MarketMatch Profile.



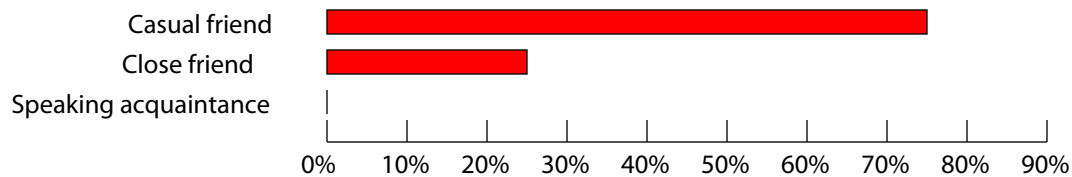
### How Long has the Candidate Known the Prospect? (Fit = 85%)

85% of the candidate's prospects match the agency's targeted market. The agency's targeted market is shown in bold text in the graph below and consists of the characteristic ranked 1 in the MarketMatch Profile.



### How Well does the Candidate Know the Prospect? (Fit = 25%)

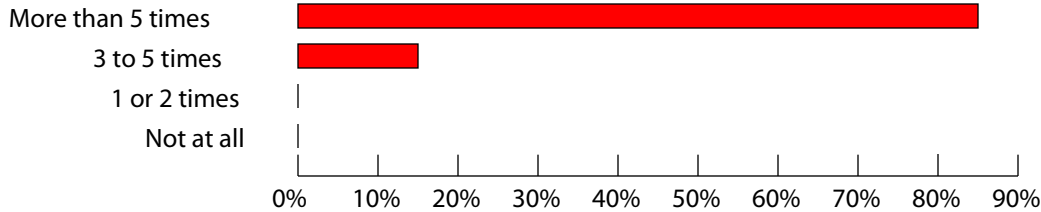
25% of the candidate's prospects match the agency's targeted market. The agency's targeted market is shown in bold text in the graph below and consists of the characteristic ranked 1 in the MarketMatch Profile.



## Sample

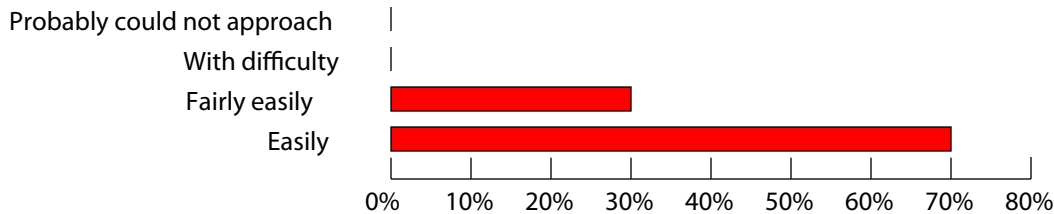
### How Often has the Candidate Seen the Prospect in the Past Year? (Fit = 100%)

100% of the candidate's prospects match the agency's targeted market. The agency's targeted market is shown in bold text in the graph below and consists of the characteristics ranked 1 or 2 in the MarketMatch Profile.



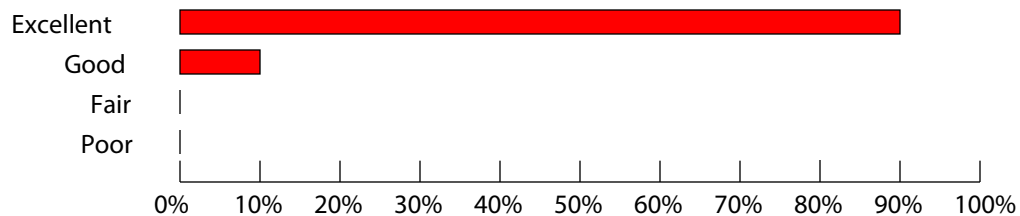
### How Easily Could the Candidate Approach Prospects on Business? (Fit = 100%)

100% of the candidate's prospects match the agency's targeted market. The agency's targeted market is shown in bold text in the graph below and consists of the characteristics ranked 1 or 2 in the MarketMatch Profile.



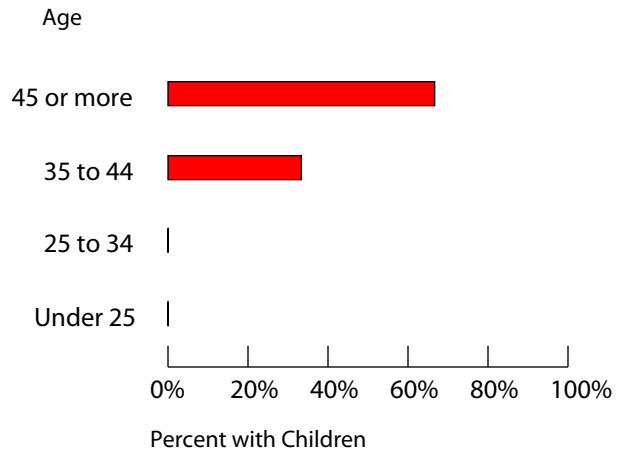
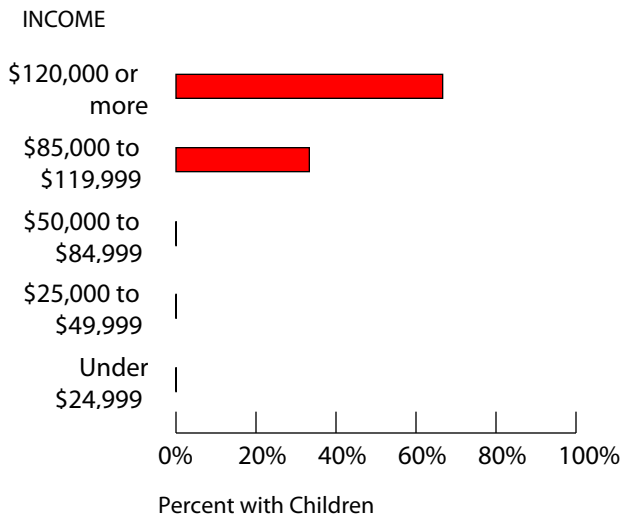
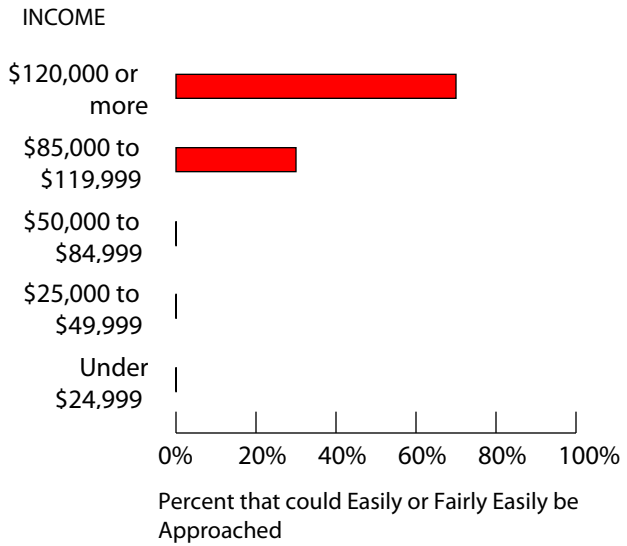
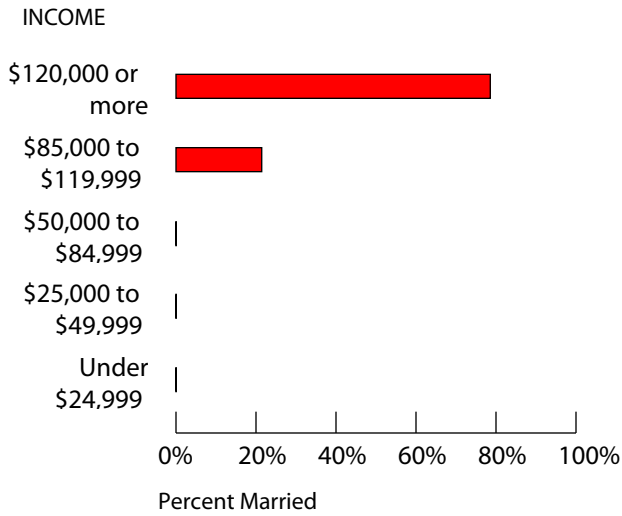
### Prospect's Ability to Provide Referrals (Fit = 100%)

100% of the candidate's prospects match the agency's targeted market. The agency's targeted market is shown in bold text in the graph below and consists of the characteristics ranked 1 or 2 in the MarketMatch Profile.



## Sample

### Demographic Analyses



## Sample

### Candidate Response Summary

Here is how this candidate described the prospects on his or her MarketMatch list.

| Annual Household Income |     |
|-------------------------|-----|
| \$120,000 or more       | 70% |
| \$85,000 to \$119,999   | 30% |
| \$50,000 to \$84,999    | 0%  |
| \$25,000 to \$49,999    | 0%  |
| Under \$24,999          | 0%  |

| Age        |     |
|------------|-----|
| 45 or more | 65% |
| 35 to 44   | 35% |
| 25 to 34   | 0%  |
| Under 25   | 0%  |

| Occupation or Situation            |     |
|------------------------------------|-----|
| Student                            | 0%  |
| Homemaker                          | 0%  |
| Retired                            | 0%  |
| Sales                              | 10% |
| Manager, Supervisor                | 0%  |
| Small Business Owner, Entrepreneur | 30% |
| Education                          | 0%  |
| Professional                       | 35% |
| Office Worker                      | 0%  |
| Service Worker                     | 0%  |
| Skilled Trade                      | 0%  |
| Technology                         | 20% |
| Finance                            | 0%  |
| Military                           | 5%  |
| Agriculture                        | 0%  |
| Other Occupation or Situation      | 0%  |

| Marital Status |     |
|----------------|-----|
| Married        | 70% |
| Widowed        | 0%  |
| Divorced       | 20% |
| Single         | 10% |

| Children |     |
|----------|-----|
| Yes      | 90% |
| No       | 10% |

## Sample

| How Long has the Candidate Known the Prospect? |     |
|--|-----|
| More than 5 years                              | 85% |
| 2 to 5 years                                   | 15% |
| Less than 2 years                              | 0%  |

| How Well does the Candidate Know the Prospect? |     |
|--|-----|
| Casual friend                                  | 75% |
| Close friend                                   | 25% |
| Speaking acquaintance                          | 0%  |

| How Often has the Candidate Seen the Prospect in the Past Year? |     |
|---|-----|
| More than 5 times   | 85% |
| 3 to 5 times  | 15% |
| 1 or 2 times  | 0%  |
| Not at all  | 0%  |

| How Easily Could the Candidate Approach Prospects on Business? |     |
|--|-----|
| Probably could not approach                                    | 0%  |
| With difficulty  | 0%  |
| Fairly easily  | 30% |
| Easily   | 70% |

| Prospect's Ability to Provide Referrals |     |
|---|-----|
| Excellent                               | 90% |
| Good                                    | 10% |
| Fair                                    | 0%  |
| Poor                                    | 0%  |

| Source                                    |     |
|---|-----|
| School friend                             | 0%  |
| Friend of the family                      | 0%  |
| Neighbor                                  | 0%  |
| Know the person through his/her spouse    | 5%  |
| Know the person through his/her children  | 0%  |
| Share a common hobby                      | 0%  |
| Church                                    | 0%  |
| Social groups                             | 10% |
| Community activities                      | 5%  |
| Previous job                              | 50% |
| Did business with this person in the past | 30% |
| Some other source                         | 0%  |