

Arrangement Director Comparison by Case Type

Johnson Investment Group, LLC

Location: All Locations

Case Level: Standard Case Type

Period: 01/01/2010 - 12/31/2010

Burial - Traditional At Need

Arranger	# of Cases	Sales Averages
Paul Labajetta	48	\$6,011
Tyrus Woods	48	\$5,537
Peder Strand	24	\$5,483
No Arranger	3	\$5,260
Tiffany Bennish	5	\$5,135
Shawn Murphy	26	\$5,097
Brian Murphy	9	\$4,996
Robert Zimmerman	34	\$4,831
Barb McGrath	26	\$4,644
Margie Nelson	7	\$4,074
Dan Reynolds	1	\$4,000
George Menke	2	\$3,360

Burial - Pre Need

Arranger	# of Cases	Sales Averages
Shawn Murphy	6	\$6,275
Paul Labajetta	15	\$5,804
Barb McGrath	10	\$5,023
Tiffany Bennish	4	\$4,694
George Menke	1	\$4,599
Robert Zimmerman	12	\$4,443
Brian Murphy	4	\$4,033
Tyrus Woods	2	\$3,993
Peder Strand	8	\$3,266

Cremation - Traditional At Need

Arranger	# of Cases	Sales Averages
Paul Labajetta	60	\$3,137
Shawn Murphy	33	\$2,941
Brian Murphy	17	\$2,883
Tyrus Woods	53	\$2,629
Barb McGrath	34	\$2,500
Peder Strand	72	\$2,372
Margie Nelson	17	\$2,133
Tiffany Bennish	20	\$2,093
Robert Zimmerman	75	\$2,007
No Arranger	4	\$1,956
George Menke	10	\$1,533

Cremation - Pre Need

Arranger	# of Cases	Sales Averages
Shawn Murphy	3	\$3,732
Paul Labajetta	5	\$3,724
Brian Murphy	8	\$2,711
Barb McGrath	12	\$2,404
Tyrus Woods	4	\$2,159
Robert Zimmerman	40	\$1,771
Tiffany Bennish	8	\$1,741
Peder Strand	34	\$1,633
George Menke	1	\$1,545

Shipping

Arranger	# of Cases	Sales Averages
Brian Murphy	3	\$5,637
Robert Zimmerman	24	\$3,315
Peder Strand	31	\$3,230
Barb McGrath	8	\$3,168
Paul Labajetta	19	\$3,093
Margie Nelson	3	\$3,026
Shawn Murphy	7	\$2,696
Tyrus Woods	9	\$2,579
Tiffany Bennish	2	\$1,500
George Menke	1	\$1,220

Miscellaneous

Arranger	# of Cases	Sales Averages
Robert Zimmerman	5	\$1,227
George Menke	1	\$1,100
Peder Strand	12	\$1,093
Tyrus Woods	5	\$911
Paul Labajetta	7	\$861
Shawn Murphy	7	\$745
Margie Nelson	2	\$578
Barb McGrath	2	\$353
Brian Murphy	1	\$250
Tiffany Bennish	1	\$227

Arrangement Director Comparison by Sales Items

Johnson Investment Group, LLC

Location: All Locations

Period: 01/01/2010 - 12/31/2010

Service Fee

Arranger	# of Cases	Sales Averages
Paul Labajetta	147	\$2,630
Tyrus Woods	118	\$2,500
Shawn Murphy	80	\$2,350
Barb McGrath	91	\$2,322
No Arranger	7	\$2,227
Brian Murphy	42	\$2,157
Dan Reynolds	1	\$2,000
Margie Nelson	29	\$1,820
Robert Zimmerman	188	\$1,816
Tiffany Bennish	39	\$1,724
Peder Strand	181	\$1,680
George Menke	16	\$1,587

Casket

Arranger	# of Cases	Sales Averages
Brian Murphy	15	\$2,272
Peder Strand	50	\$2,228
Robert Zimmerman	57	\$2,142
Tyrus Woods	57	\$2,036
Dan Reynolds	1	\$2,000
Paul Labajetta	94	\$1,993
Shawn Murphy	45	\$1,820
Tiffany Bennish	9	\$1,776
No Arranger	4	\$1,635
Barb McGrath	43	\$1,614
Margie Nelson	8	\$1,466
George Menke	4	\$1,310

Outer Burial Container

Arranger	# of Cases	Sales Averages
Tyrus Woods	1	\$1,995
Paul Labajetta	7	\$950
Shawn Murphy	5	\$839
Barb McGrath	3	\$693
Margie Nelson	3	\$692
Brian Murphy	4	\$635
Robert Zimmerman	11	\$389
Peder Strand	9	\$335
Tiffany Bennish	6	\$296
George Menke	2	\$260

Urns & Keepsakes

Arranger	# of Cases	Sales Averages
Paul Labajetta	35	\$493
Robert Zimmerman	41	\$447
Peder Strand	76	\$410
Shawn Murphy	24	\$399
Margie Nelson	6	\$397
Tyrus Woods	29	\$375
Brian Murphy	17	\$366
Barb McGrath	26	\$308
Tiffany Bennish	18	\$304
No Arranger	1	\$230

Alt. Container

Arranger	# of Cases	Sales Averages
Brian Murphy	25	\$431
Margie Nelson	21	\$274
Peder Strand	134	\$230
George Menke	10	\$218
Robert Zimmerman	139	\$189
Tiffany Bennish	24	\$174
No Arranger	2	\$140
Paul Labajetta	72	\$140
Barb McGrath	47	\$140
Tyrus Woods	58	\$140
Shawn Murphy	44	\$137

Memorial Products

Arranger	# of Cases	Sales Averages
Brian Murphy	11	\$337
Robert Zimmerman	23	\$236
Shawn Murphy	27	\$178
Peder Strand	29	\$140
Tiffany Bennish	12	\$111
Paul Labajetta	87	\$105
Tyrus Woods	80	\$91
Barb McGrath	48	\$83
No Arranger	2	\$38

Cemetery

Arranger	# of Cases	Sales Averages
Peder Strand	1	\$400

Monument

Arranger	# of Cases	Sales Averages
Paul Labajetta	3	\$880

Flowers

Arranger	# of Cases	Sales Averages
Peder Strand	50	\$483
Robert Zimmerman	53	\$434
Paul Labajetta	76	\$426
Tiffany Bennish	21	\$401
Brian Murphy	16	\$388
Margie Nelson	8	\$384
Shawn Murphy	41	\$359
Barb McGrath	38	\$358
No Arranger	2	\$348
George Menke	4	\$313
Tyrus Woods	66	\$307

Other Sales 1

Arranger	# of Cases	Sales Averages
Paul Labajetta	6	\$631
Tiffany Bennish	2	\$562
Peder Strand	3	\$327
Margie Nelson	2	\$287
Robert Zimmerman	5	\$270
No Arranger	1	\$195
Tyrus Woods	2	\$163
Brian Murphy	2	\$125
Barb McGrath	1	\$60

Discount

Arranger	# of Cases	Sales Averages
George Menke	7	\$580
Shawn Murphy	13	\$512
Tyrus Woods	24	\$435
Margie Nelson	8	\$417
Brian Murphy	15	\$362
Paul Labajetta	24	\$352
Robert Zimmerman	52	\$339
Tiffany Bennish	7	\$295
Peder Strand	44	\$290
Barb McGrath	17	\$242

Subtotal

Arranger	# of Cases	Sales Averages
Paul Labajetta	154	\$4,203
Dan Reynolds	1	\$4,000
Tyrus Woods	121	\$3,715
Shawn Murphy	82	\$3,689
Brian Murphy	42	\$3,546
Barb McGrath	92	\$3,379
No Arranger	7	\$3,372
Robert Zimmerman	190	\$2,761
Peder Strand	181	\$2,748
Tiffany Bennish	40	\$2,587
Margie Nelson	29	\$2,587
George Menke	16	\$1,907

Cash Advances

Arranger	# of Cases	Sales Averages
Shawn Murphy	78	\$1,183
No Arranger	7	\$1,054
Brian Murphy	39	\$990
Paul Labajetta	149	\$765
Tyrus Woods	118	\$765
Margie Nelson	28	\$631
Barb McGrath	90	\$580
George Menke	16	\$497
Robert Zimmerman	187	\$432
Tiffany Bennish	39	\$402
Peder Strand	179	\$395
Dan Reynolds	1	\$30

Grand Total

Arranger	# of Cases	Sales Averages
Paul Labajetta	154	\$4,944
Shawn Murphy	82	\$4,814
Brian Murphy	42	\$4,465
Tyrus Woods	121	\$4,460
No Arranger	7	\$4,426
Dan Reynolds	1	\$4,030
Barb McGrath	92	\$3,946
Margie Nelson	29	\$3,196
Robert Zimmerman	190	\$3,186
Peder Strand	181	\$3,138
Tiffany Bennish	40	\$2,979
George Menke	16	\$2,403

Sales Contract Analysis by Company

Johnson Investment Group, LLC

Location: All Locations

Arranger: All Arrangers

Case Level: Standard Case Type

Period: 01/01/2010 - 12/31/2010

	Case	Service Fee	Casket	O. Burial Container	Urns & Keepsakes	Alt. Containers	Memorial Products	Cemetery	Monument	Flowers	Other Sales 1	Other Sales 2	Discount	Subtotal	Cash Advances	Grand Total
Total	956	\$1,980,040	\$763,759	\$29,121	\$109,452	\$111,010	\$39,756	\$400	\$2,640	\$147,737	\$8,642	\$0	\$74,983	\$3,117,573	\$587,431	\$3,705,005
	Count	939	387	51	273	576	319	1	3	375	24	0	211	956	931	955
	Average	\$2,109	\$1,974	\$571	\$401	\$193	\$125	\$400	\$880	\$394	\$360	\$0	\$355	\$3,261	\$631	\$3,880
Burial - Traditional At Need Call Mix 24%	233	\$667,168	\$461,539	\$17,226	\$536	\$7,545	\$15,315	\$0	\$0	\$71,385	\$4,245	\$0	\$15,885	\$1,229,073	\$220,880	\$1,449,953
	Count	233	212	20	2	10	126	0	0	164	11	0	39	233	228	233
	Average	\$2,863	\$2,177	\$861	\$268	\$755	\$122	\$0	\$0	\$435	\$386	\$0	\$407	\$5,275	\$969	\$6,223
Burial - Pre Need Call Mix 6%	62	\$172,041	\$123,360	\$5,145	\$0	\$2,280	\$2,238	\$400	\$0	\$13,940	\$590	\$0	\$18,112	\$301,882	\$45,175	\$347,057
	Count	62	58	6	0	5	23	1	0	36	1	0	29	62	62	62
	Average	\$2,775	\$2,127	\$858	\$0	\$456	\$97	\$400	\$0	\$387	\$590	\$0	\$625	\$4,869	\$729	\$5,598
Cremation - Traditional At Need Call Mix 41%	396	\$755,551	\$25,005	\$2,765	\$87,677	\$68,080	\$14,806	\$0	\$0	\$43,447	\$2,215	\$0	\$18,335	\$981,211	\$151,641	\$1,132,852
	Count	395	41	16	195	359	111	0	0	120	7	0	59	396	393	395
	Average	\$1,913	\$610	\$173	\$450	\$190	\$133	\$0	\$0	\$362	\$316	\$0	\$311	\$2,478	\$386	\$2,868
Cremation - Pre Need Call Mix 12%	115	\$194,850	\$8,770	\$850	\$15,434	\$16,275	\$1,833	\$0	\$0	\$5,825	\$125	\$0	\$13,124	\$230,837	\$34,446	\$265,283
	Count	115	8	6	60	105	21	0	0	22	1	0	60	115	114	115
	Average	\$1,694	\$1,096	\$142	\$257	\$155	\$87	\$0	\$0	\$265	\$125	\$0	\$219	\$2,007	\$302	\$2,307
Shipping Call Mix 11%	107	\$166,381	\$139,640	\$3,135	\$1,056	\$15,620	\$2,185	\$0	\$0	\$11,680	\$532	\$0	\$4,139	\$336,091	\$128,737	\$464,828
	Count	107	61	3	3	87	27	0	0	27	3	0	15	107	104	107
	Average	\$1,555	\$2,289	\$1,045	\$352	\$180	\$81	\$0	\$0	\$433	\$177	\$0	\$276	\$3,141	\$1,238	\$4,344
Miscellaneous Call Mix 4%	43	\$24,048	\$5,445	\$0	\$4,749	\$1,210	\$3,380	\$0	\$2,640	\$1,460	\$935	\$0	\$5,388	\$38,479	\$6,553	\$45,032
	Count	27	7	0	13	10	11	0	3	6	1	0	9	43	30	43
	Average	\$891	\$778	\$0	\$365	\$121	\$307	\$0	\$880	\$243	\$935	\$0	\$599	\$895	\$218	\$1,047

Location Sales Comparison by Company

Johnson Investment Group, LLC

Location: All Locations

Arranger: All Arrangers

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	Count	939	387	51	273	576	319	1	3	375	24	0	211	956	931	955
	Average	\$2,109	\$1,974	\$571	\$401	\$193	\$125	\$400	\$880	\$394	\$360	\$0	\$355	\$3,261	\$631	\$3,880
MENKE FUNERAL HOME Call Mix 53%	503	\$889,663	\$306,100	\$14,201	\$63,736	\$79,960	\$14,528	\$400	\$0	\$66,122	\$4,472	\$0	\$45,310	\$1,393,871	\$236,234	\$1,630,106
	Count	499	147	35	159	353	75	1	0	152	15	0	133	503	492	502
	Average	\$1,783	\$2,082	\$406	\$401	\$227	\$194	\$400	\$0	\$435	\$298	\$0	\$341	\$2,771	\$480	\$3,247
WHITNEY & MURPHY Call Mix 47%	453	\$1,090,377	\$457,659	\$14,920	\$45,716	\$31,050	\$25,228	\$0	\$2,640	\$81,615	\$4,170	\$0	\$29,673	\$1,723,702	\$351,197	\$2,074,899
	Count	440	240	16	114	223	244	0	3	223	9	0	78	453	439	453
	Average	\$2,478	\$1,907	\$933	\$401	\$139	\$103	\$0	\$880	\$366	\$463	\$0	\$380	\$3,805	\$800	\$4,580