

INSIGHT: The future belongs to those who see the possibilities before they become obvious.
John Scully
Apple Computer



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INVITATION

– MARKET STUDY – THE HOME ORGANIZATION FUTURE

THE U.S. TAXPAYER HAS DELIVERED THE MESSAGE TO WASHINGTON ... **“We are mad as hell and we are not going to take this anymore.”** As an objective chronicler of the home organization industry since 1991, we are (finally) optimistic that better days will *begin* their return in 2011. We are 100% sure the time is right to conduct this study aimed at **(1) defining the course of the new market reality (2) identifying the revenue-generating opportunities it presents and (3) establishing credible baseline market metrics for the new decade.**

So... WHY are we optimistic that better days are ahead in 2011? Positive political change is now a reality and consumer confidence will build as the right actions are taken. We will *begin* to see traditional values return this year coupled with a re-energized desire to achieve the American Dream. Furthermore, home organization projects provide a *stress reducing, time saving and enduring* end user experience that few home improvement projects can provide. We feel these positives will translate into an increased number of projects and projects of larger scale beginning this year and continuing into the foreseeable future. HOWEVER, these are **our opinions** ... our study will provide *the facts* and the *marketing direction*.

BOTTOMLINE: The new economic reality began January 1, 2011 and we will be **“pointing out the possibilities before they become obvious.”** Demographic, psychographic, geographic and technographic trends are in motion that must be factored into all marketing and product development plans. The post election *consumer psyche* and *spending priorities* for home organization versus other home projects must be clearly understood. All are essential to marketing planning, retailers’ merchandise selection and suppliers’ product development plans. At this point, we ask that you carefully review your PROSPECTUS and accept this INVITATION to join us.

Personal regards,

Greg L. Alford

Senior Partner & Industry Advocate

WATCH THIS: This will be the BENCHMARK STUDY OF RECORD for the next 10 years; it will cost \$300K to compile the market metrics, conduct the necessary consumer and trade research and complete the report. We need your financial, intellectual and moral support to complete it to our normal high standards. ☺

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