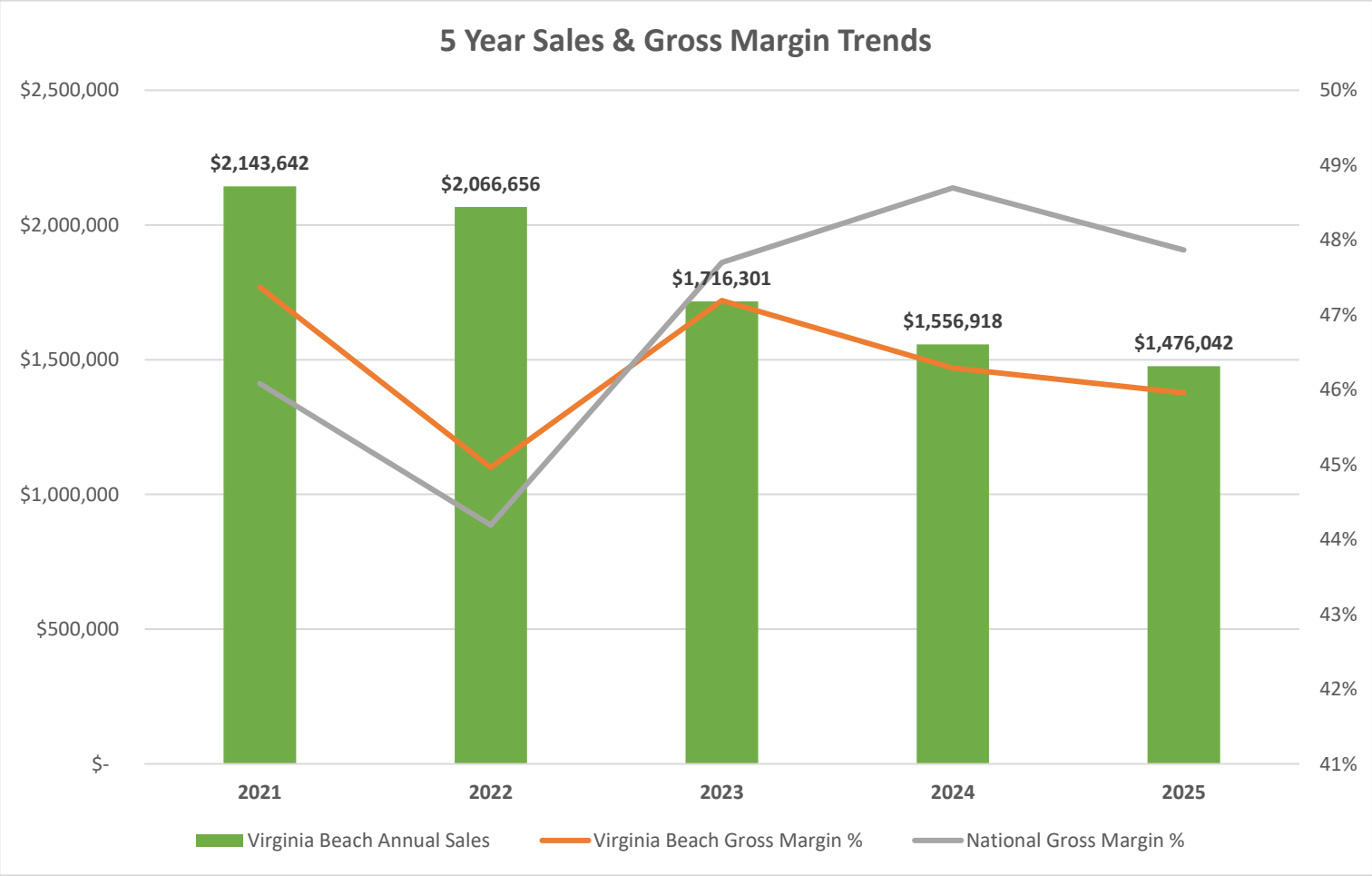
Territory Info

Virginia Beach

Sales & Gross Margins



Market Penetration Review

1-800 Radiator & AC Network Metro Sales Per Customer Market Penetration Quartiles

	1st Quartile	2nd Quartile	3rd Quartile	4th Quartile	
Values	**Average**	**Average**	**Average**	**Average**	**2025 YE Average**
# of Outlets	49	49	49	49	196
Metro Sales Per Customer	$2,639	$1,890	$1,269	$707	$1,626
# of Metro Customers	931	1,243	1,102	1,049	1081
Metro Sales	$2,449,054	$2,348,578	$1,376,580	$763,381	$1,734,398
Total Sales	$2,595,108	$2,445,774	$1,476,041	$838,226	$1,838,787
Gross Margin	48.8%	47.0%	48.0%	47.4%	47.9%
Visits Per Metro Customer	5.9	5.4	4.5	2.7	4.6
Radiator OOS %	6.7%	7.5%	8.2%	13.7%	9.0%
Condenser OOS %	5.1%	6.0%	7.1%	14.2%	8.1%
Compressor OOS %	7.3%	8.6%	12.4%	20.9%	12.3%

* Metro Sales Per Customer is the total number of active and non active customers within the territory that are in same day delivery zones

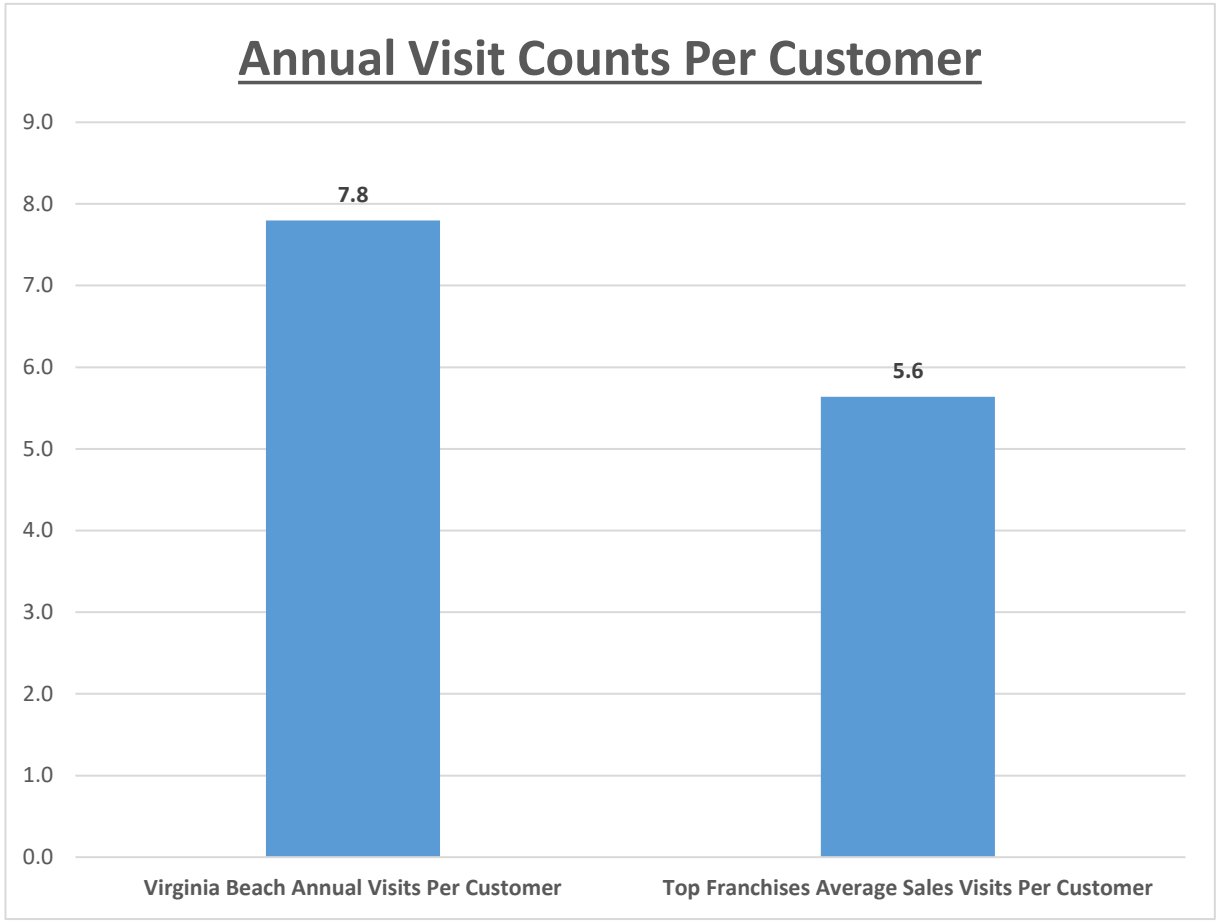
** Metro Sales refer to the annual sales to customers in same day delivey zones

***Total Sales refer to the annual sales to all customers including customers receiving next day delivery

Virginia Beach Market Penetration Stats

Metro Customers	585
Metro Sales Per Customer	$2,104
Metro Sales	$1,231,112
Metro Sales Per Customer Quartile	Second Quartile

Marketing Activity - Sales Visits



Marketing Activity - Sales Visits - Continued

Sales Visit Quality Score

	First Quartile	Second Quartile	Third Quartile	Fourth Quartile
Score Range	**35-96**	**96-121**	**123-151**	**152-210**

Virginia Beach Visit Quality Score	140
Quartile Grouping	Third Quartile

Inventory Out of Stock Review

