



February 2009 PHCP Wholesalers' Sales Report - A \$310 Million Month Down 8.5%

According to the confidential February Wholesalers' Sales Report Produced by the Profit Planning Group, February 2009 total product sales were down 8.5% or \$29 million compared to February 2008. Year-to-date total product sales were down 8.4% or \$58.3 million for a year-to-date total of \$635 million. All regions were down for the month except Atlantic Canada.

YEAR-TO-DATE BY PRODUCT GROUP	FEBRUARY 2009 vs. FEBRUARY 2008	YEAR-TO-DATE BY REGION	FEBRUARY 2009 vs. FEBRUARY 2008
HVAC/R is down 5.8%	HVAC/R is down 6.9%	BC is down 11%	BC is down 10.3%
Hydronics is up 8.9%	Hydronics is up 15%	Alberta is down 9.1%	Alberta is down 10.5%
Plumbing is down 7.5%	Plumbing is down 6%	West (SK, MB, Thunder Bay) is down 9.9%	West (SK, MB, Thunder Bay) is down 9.1%
PVF is down 13.9%	PVF is down 22%	Ontario is down 9.3%	Ontario is down 5.1%
Waterworks is down 23.5%	Waterworks is down 23.4%	Quebec is down 5.2%	Quebec is down 2.4%
		Atlantic no change	Atlantic no change

The percentage change numbers for small regions can be heavily impacted by individual transactions. For example, a single sale of \$50,000 made in one month would cause a large percentage change from the previous month in the Atlantic region; however, the same sale in Ontario would have no major impact on the percentage change figure. To better understand the percentage change figures, it is essential to also look at the change in dollar volume in the region.

To CIPH Wholesalers: please remember to complete and fax your Profit Report (Operating Ratios) to the Profit Planning Group at (303) 444-9245.

Some interesting articles can be found at:

Behind the Surprising Uptick in February Housing Starts (USA)

<http://www.mdm.com/issues/blog/general/6276-1.html>

Housing Starts Decrease in February (Canada)

<http://www.cmhc.ca/en/corp/nero/nere/2009/2009-03-09-0815.cfm>

Training is top of mind for all industry members. Register your staff today by completing and returning the forms below:

Successful Selling In a Tough Economy with Frank Foster

[http://www.ciph.com/attach/file/PIDE%20Selling%20in%20a%20Tough%20Economy\(1\).pdf](http://www.ciph.com/attach/file/PIDE%20Selling%20in%20a%20Tough%20Economy(1).pdf)

The Essentials of Profitable Showroom Sales: Mastering the Art of the Consultative Sale with Hank Darlington

<http://www.ciph.com/attach/file/Showroom%20Selling%20Workshop%20Order%20Form.pdf>

The Canadian Institute of Plumbing & Heating is a not-for-profit trade association. Founded in 1933, the Institute is a vibrant organization committed to providing members with the tools for success in today's competitive environment. More than 250 companies are members of this influential Canadian industry association. They are the manufacturers, wholesaler distributors, master distributors, manufacturers' agents and allied companies who manufacture and distribute plumbing, hydronic heating, industrial, waterworks and other mechanical products. CIPH wholesalers operate more than 700 warehouses and showrooms across Canada. Total industry sales exceed \$5 billion annually.



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