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NADA Winter 2017 Dealer Attitude Survey Aid

NADA encourages the Dealer Principle or General Manager to involve his/her department managers- sales, service, parts, etc. – in the completion of the semiannual Dealer Attitude Survey. To facilitate this input, we have created this Survey Aid as a tool to help obtain the opinion of your staff before completing the survey online.

The Survey Aid mirrors the online survey. You can record your answers on paper and have a member of your staff enter them online.

Overall Attitude

The Overall Attitude questions are the cornerstone of the Dealer Attitude Survey. Since the inception of the survey in 1985, these questions have remained essentially the same and measure changes over time. Often, referred to as the Trend Questions, they ask about the franchise value, policies, and people.

Detailed Issues and Attitudes

The Detailed Issues and Attitudes questions capture the underlying issues that influence the value, policies, procedures, and people of your franchise operations. Although many of the questions are the same over time, they do change periodically as new issues arise in the industry.

Confidential

User ID: _____ (7 digits)

General Instructions

Please answer **Franchise, ZIP Code, and Questions 1 through 39** for each new vehicle franchise you sell at this dealership. The remaining questions only need to be answered once, for your entire dealership.

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Franchise (Select the franchise you want to evaluate from the list below.)

- | | | | |
|---------------------------------|--------------------------------|-------------------------------------|----------------------------------|
| <input type="radio"/> Acura | <input type="radio"/> Fiat | <input type="radio"/> Land Rover | <input type="radio"/> Porsche |
| <input type="radio"/> Audi | <input type="radio"/> Ford | <input type="radio"/> Lexus | <input type="radio"/> RAM |
| <input type="radio"/> BMW | <input type="radio"/> Honda | <input type="radio"/> Lincoln | <input type="radio"/> smart |
| <input type="radio"/> Buick-GMC | <input type="radio"/> Hyundai | <input type="radio"/> Mazda | <input type="radio"/> Subaru |
| <input type="radio"/> Cadillac | <input type="radio"/> Infiniti | <input type="radio"/> Mercedes-Benz | <input type="radio"/> Sprinter |
| <input type="radio"/> Chevrolet | <input type="radio"/> Jaguar | <input type="radio"/> MINI | <input type="radio"/> Toyota |
| <input type="radio"/> Chrysler | <input type="radio"/> Jeep | <input type="radio"/> Mitsubishi | <input type="radio"/> Volkswagen |
| <input type="radio"/> Dodge | <input type="radio"/> Kia | <input type="radio"/> Nissan | <input type="radio"/> Volvo |

Enter the **Zip Code** for the physical location of this franchise: ____ ____ ____ ____ ____ (5 digits)

Overall Satisfaction

Overall, how satisfied are you with your franchise?

- Very Satisfied
 Satisfied
 Neutral
 Dissatisfied
 Very Dissatisfied

Value – Overall Attitude

Discuss the statements below about your franchise’s Value and decide whether you **strongly agree, agree, are neutral, disagree, or strongly disagree**, with each.

- The value of my franchise has increased over the past 12 months.
- The value of my franchise will increase over the next 12 months.
- My franchisor’s products are what customers want.
- My franchisor’s product quality is competitive.
- Rate the value of your franchise on a scale of 1 to 10, where 1 is low and 10 is high. _____

- Strongly Agree
 Agree
 Neutral
 Disagree
 Strongly Disagree

Value – Detailed Issues and Attitudes

Discuss the following aspects of your franchisor’s products and operations and decide whether you are **very satisfied, satisfied, neutral, dissatisfied, or very dissatisfied** with each.

6. Evaluate your franchisor’s **current product** in the following areas:

- Product reliability in first 90 days
- Overall product reliability/dependability “long-term”
- Warranty policy support of the product

- Very Satisfied
 Satisfied
 Neutral
 Dissatisfied
 Very Dissatisfied

7. Evaluate your franchisor in the area of **vehicle distribution**:

- Allocation system
- Product availability
- Fairness

-

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8. Evaluate your franchisor's **new vehicle sales efforts**:

a. National advertising

b. Regional marketing

c. Ad associations/local marketing

	Very Satisfied				
	Satisfied				
	Neutral				
	Dissatisfied				
	Very Dissatisfied				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. How many new vehicles did you retail last year for only this franchise? _____, _____

Policy – Overall Attitude

Discuss the statements below about your franchisor's Policies and decide whether you **strongly agree, agree, are neutral, disagree, or strongly disagree** with each.

10. My franchisor **considers dealer input** before making decisions that affect dealers.

11. My franchisor's **policies** support my efforts to achieve customer satisfaction.

12. My franchisor's **policies and procedures** are fair.

13. My franchisor's **customer satisfaction system** of rating my dealership is fair.

	Strongly Agree				
	Agree				
	Neutral				
	Disagree				
	Strongly Disagree				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Policy – Detailed Issues and Attitudes

15. Evaluate your franchisor's **responsiveness to dealer input** in the following areas:

a. Product

b. Product quality

c. Product advertising

	Very Satisfied				
	Satisfied				
	Neutral				
	Dissatisfied				
	Very Dissatisfied				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Evaluate your franchisor's **dealer relations efforts**:

a. Franchisor to dealer communications

b. Dealer Council to dealer communications

c. National Council accomplishments

d. Overall satisfaction

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17e. Evaluate your franchisor's **dealer relations efforts**:

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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S40. Evaluate your franchisor's customer satisfaction rating system:

a. My franchisor's **sales** customer satisfaction rating (CSI) system for my dealership is fair.

b. My franchisor's **service** customer satisfaction rating (CSI) system for my dealership is fair.

c. My franchisor uses my CSI score fairly. (Example: impact on bonuses, rewards program, etc.)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
14. Evaluate your franchisor's new vehicle sales incentives :					
a. Industry competitiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Fairness to dealership of sales incentive programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Efforts to avoid complexity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Competitiveness of <u>new</u> vehicle <u>leasing</u> plans and programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
34. Evaluate your franchisor's new vehicle co-op advertising program :					
b. Overall satisfaction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
36. Evaluate your franchisor's digital lead acquisition and management program .					
a. Value of leads received relative to other sources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Lead Management support from OEM/Vendor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
37. Evaluate your franchisor's digital marketing activities :					
a. OEM website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Dealer website platform offered or mandated by OEM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Social media activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. Evaluate your franchisor's certified used car program :					
a. Vehicle certification process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Overall value of the program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19A. Do you use your franchisor's captive/manufacturer preferred finance source ?	<input type="radio"/> Yes	<input type="radio"/> No			
20A. If yes , evaluate your franchisor's captive/manufacturer preferred finance arm :					
a. Competitiveness of <u>new vehicle financing</u> plans and programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. Overall satisfaction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19C. Please select a non-captive lender that you use from the list below to evaluate?					
<input type="radio"/> 5 th 3 rd Bank	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Ally Financial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Bank of America	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Bank of the West	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> BB&T Bank	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> BMO Harris Bank NA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Capital One Auto Finance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Chase Auto Finance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Exeter Finance Corp.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Huntington National Bank	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> PNC Bank	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> RBS Citizens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Regional Acceptance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> SunTrust Bank	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> TD Auto Finance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> US Bank	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> USAA Federal Savings Bank	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Wells Fargo Dealer Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> World Omni Financial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> My non-captive lender is not on this list.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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20C. If **selected**, evaluate your **non-captive lender** on the following:

- a. Competitiveness of new vehicle financing plans and programs
- k. Overall satisfaction

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

People – Overall Attitude

Discuss the statements below about your franchisor’s People and decide whether you **strongly agree, agree, are neutral, disagree, or strongly disagree** with each.

- 21. The **sales contact** (field/telecommunications) of this franchise is helpful.
- 22. The **service contact** (field/telecommunications) of this franchise is helpful.
- 23. The **parts contact** (field/ telecommunications) of this franchise is helpful.
- 41. My field contacts (sales, service, parts) add value to my business.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

People – Detailed Issues and Attitudes

Discuss the following aspects of your franchisor’s People (i.e., field staff, Sr. Management, etc.) and decide whether you are **very satisfied, satisfied, neutral, dissatisfied, or very dissatisfied** with each.

- 24. Evaluate your franchisor’s **sales training efforts**:
 - c. Cost effectiveness
 - g. Adds value/delivers ROI to my business
 - d. Convenience
 - f. OEM sponsored training meets my needs
- 25. Evaluate your franchisor’s **fixed operations training efforts**:
 - c. Cost effectiveness
 - g. Adds value/delivers ROI to my business
 - d. Convenience
 - f. OEM sponsored training meets my needs
- 26. Evaluate your franchisor’s **part operations**:
 - a. Stock order availability
 - b. Emergency order availability
 - d. Overall Distribution System

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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- | | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 27. Evaluate your franchisor's senior management : | | | | | |
| d. Overall effectiveness | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| e. Overall leadership ability | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| c. Visibility in the field | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 28. Evaluate your franchisor's regional management (i.e., zone or district office, where applicable): | | | | | |
| a. Overall capabilities | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| c. Fulfillment of commitments | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| e. Visibility in the field | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| f. Timeliness of response to dealer inquiries | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 29. Evaluate your franchisor's sales contact (field/telecommunications) in the areas of: | | | | | |
| c. Fulfillment of commitments | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| d. Decision-making authority | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| f. Accessibility | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 30. Evaluate your franchisor's fixed operations contact (field/telecommunications) in the areas of: | | | | | |
| c. Fulfillment of commitments | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| d. Decision-making authority | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| a. Accessibility | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Facilities

35. Evaluate the reasonableness of your franchisor's approach to **dealer facility improvements**:
- 42a. How many service bays do you have at this dealership? (Please enter a number of 0-99) ____ ____
- 42b. Do you plan an expansion of service bays in the next 12 months?
- Yes
- No
38. Does your franchisor have a sales objective based program (stair-step)?

When answering, please do not consider any brand standards measurement or Award Travel type programs. Please consider only the sales objective component of the program.

- Yes
- No
- Don't Know

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	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
39. If yes -The franchisor sales objective based programs...					
a. are easy to understand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. are fair and reasonable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. are achievable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. treat dealers of all sizes fairly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. consider my product availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In order to serve you better, what industry or franchise issue(s) would you most like NADA to discuss with your management?

Please briefly explain. All responses will be kept confidential.

Audi, BMW, Buick-GMC, Cadillac, Chevrolet, Chrysler, Dodge, Fiat, Ford, Jeep, Lincoln, Mazda, MINI, and RAM will be asked to complete some additional questions. These questions can only be viewed in the online survey.

This evaluation was completed by:

Dealer Principal

General Manager

Both

Optional Overview of NADA's Meeting With Your Franchisor's Senior Management

Upon the survey's completion, NADA meets with your franchisor's senior management to review their franchise-level results. When they become available, NADA plans to email an overview of the meeting to dealers who participated in the survey.

If you do **NOT** want to receive the overview, please indicate this below.

_____ I do **NOT** want to receive the overview of the survey results.

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Survey Confirmation

You'll receive confirmation that your survey has been submitted in **two ways**. You can **print your confirmation immediately**, as well as **receive it by e-mail**.

To obtain a confirmation acknowledging the receipt of your completed survey, you must specify your dealership name and e-mail address below.

To protect the integrity of your survey responses, it is recommended that the confirmation be e-mailed directly to your dealership.

Dealership name: _____

E-mail address: _____

Please re-type your e-mail address: _____



Printable Survey Confirmation

If your computer is connected to a printer, you can print your own official survey confirmation from the NADA Chairman, Jeff Carlson, indicating that your Winter 2017 Dealer Attitude Survey has been submitted to NADA. Just follow the instructions on the next page.



E-mail Survey Confirmation

Everyone who inputs their e-mail address will receive an official confirmation via e-mail from the NADA Chairman, Jeff Carlson, indicating that their Winter 2017 Dealer Attitude Survey has been submitted and received by NADA (www.nadasurvey.com).

To ensure proper delivery of the confirmation e-mail to you, please add chairman@nadasurvey.com to your safe/trusted sender list and adjust your SPAM filter to approve the sender. If you are not sure how to add this e-mail address or adjust your SPAM filter, please contact your e-mail administrator.

IMPORTANT: If you do not receive a response from us, please check your Junk mail or SPAM e-mail folder first, as it may have been filtered there for your review.