



Start making decisions with **YOUR** data

Successful businesses master their analytics. They operate with strategy and a roadmap to execute. **Your optical should be no different.**

At minimum, you should be setting up a Guideline. Your Guideline is the ideal frame turnover for each **brand** in your optical based upon your office's annual gross revenue. Once it is clear how your brands measure up, a plan to get all of your brands trending toward your Guideline is necessary.

AGR

upto \$500k	_____	1.10
\$500k to \$650k	_____	1.30
\$650k to \$800k	_____	1.60
\$800k to \$1M	_____	1.70
\$1M to \$1.2M	_____	1.90
\$1.2M to \$1.5M	_____	2.00
\$1.5M to \$1.7M	_____	2.20
\$1.7M to \$2.2M	_____	2.40
Over \$2.2M	_____	2.80

Guideline



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The resource for optical freedom.



FrameTurn® Data Driven Results

Attainable only with the right technology. Simultaneously analyze key brand indicators like ROI, overall performance, price gaps, turn rate and much more.