

## **Market Intelligence Information**

**Online Reviews** – Post positive reviews on sites like Facebook, Yelp, Google, LinkedIn and any other platform that benefits the member firm.

**Face-to-Face Meetings** - Meetings with other PX members for the purpose of learning more about their business and how you can best help them achieve their business goals.

**Decision Maker Contact Information** – Provide the membership with contact information for other business leaders with the power to buy their goods and/or services.

**Real Estate** – Share information about anyone buying, selling, leasing, moving or looking for commercial or residential space.

**Construction Planning/Permitting** – Emphasis is on getting to the information while it is still in the bidding/planning process. Includes new construction, repairs and remodels.

**Business Opening/Closing/Changing** – Provide information about new businesses opening, businesses closing, moving offices or rebranding.

**“Other”** – Share any other information that you feel may be of value to other members. Example could be someone that has just moved into your neighborhood, someone getting married or having a baby, a fundraising event, convention, or personal event you know of that is coming up, office personnel changes or new job postings.