



*“Advanced Ag Solutions delivers value to my business. I expect them to keep my management level high during periods of rapid growth.”*

*-Brett Anderson, Rush/Decatur County Farmer*

# Increase Your ROE with Strategic Marketing Decisions

## Maximize Each Leverage Point

The Russell Consulting Group (RCG) service involves an analysis of the farm operation, including financial condition, income goals, comfort level in using different marketing practices and budgets for the coming year. An extensive marketing plan is provided with unique target goals. Someone from Russell Consulting Group will visit your farm and discuss your needs. During the year, weekly marketing recommendations are communicated by email or fax. Your Advanced Ag Solutions' Associate will help you maximize each leverage point.

We are helping you lead the industry. We are able to benchmark your operation against some of the best in the industry.

The following are a few ranges and averages of current clients:

- Machinery cost/acre: \$22 to \$141/acre.....RCG Average: \$62.38/acre
- Labor cost/acre: \$9.15 to \$110/acre.....RCG Average: \$34.33/acre
- Combined Machinery and Labor.....\$96.71/acre
- Combined Benchmark to shoot for.....\$60.00/acre
- Return on Assets (ISU): 4.8%.....RCG Average: 11.43%
- Return on Equity (ISU): 5.2%.....RCG Average: 18.24%

With a strong understanding of your financial picture and a custom tailored marketing plan, we help you move toward the top of the market. We maintain complete confidentiality. Only your Associate sees individual data.

During the year, clients will receive updates on marketing opportunities and will have a RCG Associate available via telephone. Clients are also invited to the exclusive Russell Consulting Group Annual Seminar. Other benefits include the receipt of daily text messages of CBOT prices, complements of "Commodity Update."

### Other Farm Risk Management Services:

- Grain Market MAX
- Strategic planning workshops
- Business plan composition and editing
- Capital purchase & expansion plan financial analysis
- Farm business brokerage... buy/sell entire operations



### Leverage Points and Potential Income

- Marketing.....\$0 to \$99/acre
- Equipment.....\$0 to \$119/acre
- Labor.....\$0 to \$101/acre
- Agronomy.....\$0 to \$90/acre
- Input Cost.....\$0 to \$10/acre
- TOTAL.....\$419/acre



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