

A Look at BizMiner Industry and Financial Reports

By Megan Becwar, AVA

Industry financial and benchmarking data is often a helpful component in providing most financial consulting services, particularly in the business valuation context. The best resources are those that contain the data we require in a quickly accessible format and at a reasonable price. BVMarketdata.com, which offers various valuation and financial analysis resources, recently replaced its benchmarking resource, Integra, with BizMiner. After looking at its offerings, I decided to give it a try and have found it to be a very comprehensive and cost effective tool.

Let's begin with the data offered. BizMiner currently compiles data from approximately 12 million business operations in 16,000 lines of business. For most reports, users can drill down beyond an SIC code to a specific product or service offering. As an example, rather than utilizing general data for SIC code 5812: Eating Places, you can obtain data specific to the type of restaurant you're analyzing, such as a sushi bar or German restaurant. By comparison, Integra compiles data from 4.5 million businesses in approximately 900 industries.

Industry Financial Profiles is BizMiner's basic benchmarking tool and contains balance sheet, income statement and cash flows data as well as approximately 30 ratios. A description of each calculation, an explanation as to what a higher or lower ratio indicates, and charts of the past three years' results are provided just below each set of ratios. Reports are available in a three-year or five-year version for about ten size classifications (depending on the dataset). A slimmed down version of the data is also available in the Startup and Sole Proprietorship Profit & Loss Profiles. Again, as a comparison, the categories of information are largely the same in the BizMiner Industry Profile as in an Integra Five Year Industry Report. The Integra report does offer approximately double the financial ratios, and five-year compound annual growth rates, which are lacking in the BizMiner report. Still, I've found that the customization options available through BizMiner outweigh the slight inconvenience of calculating these myself.

In addition to these benchmarking tools, four other reports are included with the subscription. The Regional Business Profile offers data on general trends for nine major industry sectors in a given locality. U.S. Market Research Reports and Local Market Research Reports provide trend data specific to business type, either nationally or for one of about 300 market areas. Trends analyzed include industry population, failure rates, volume, market share, consolidation, etc. Finally, the Competitive Market Analysis report can be created for four-digit SIC codes, and customized to a particular sales class and a metropolitan area, county, or up to 25 ZIP Codes. This report essentially compiles in a narrative format certain of the

information available in the reports discussed above, as well as certain economic statistics and an industry projected growth rate. Users also have the option to enter subject company data to be benchmarked and incorporated into the Competitive Market Analysis. Although it is a narrative, the report is still composed primarily of statistics and, unfortunately, will not take the place of a resource on general industry news and information for business valuation reports.

As far as ease of access, all reports discussed above (other than the Competitive Market Analysis, which is a Word file) can be downloaded in HTML, PDF or directly into an Excel file, saving input time. The reports can be obtained as quickly as the customizations to create them can be chosen. There is one instance where this can be difficult. The Competitive Market Analysis is the only resource (included in my subscription) that provides an industry projected growth rate, but it is only offered for local markets, so what metropolitan market or series of ZIP Codes do I enter if my subject company has a national presence? The answer is: any, since the national rate is in all of the local reports, but it would be great to have access to this data without having to download this specific report.

Currently, a one-year subscription to BizMiner Suite, which includes unlimited access to the reports discussed above, costs \$995. Individual reports can be purchased for \$69 to \$99. Integra is currently available through MicroBilt and has several pricing options ranging from \$26.64 to \$54.95 per Five Year Industry Report based on length of contract and volume purchased.



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