

Findings Report Summary

◆ SALES AGENT INSIGHTS

Darcel Schlecht is a clear standout, reaching \$400K by June and surpassing \$1M by year-end — the only agent to cross the \$500K mark. He alone contributed **22% of GTX Pro sales** and **11% of total company revenue**.

The top 8 performers generated \$4.77M, which accounts for **45% of total sales revenue**, indicating a heavy reliance on a small group of high-performing agents.

West Office consistently led performance, ranking first in **6 out of 10 months**. In contrast, the **East Office regularly placed third**, contributing a relatively small share.

Q1 had the highest deal close rate (~82%), with a noticeable drop to **~60%** in subsequent quarters — suggesting stronger agent effectiveness or customer responsiveness early in the year.

◆ PRODUCT INSIGHTS

GTX dominates the product portfolio, but this poses a risk — total revenue is heavily dependent on a single product line.

GTK series is underperforming, even in high-revenue months. Its share continues to decline, likely due to **its niche positioning and high price point**.

GTX Basic leads the market, while **GTK 500 significantly lags** other products in both reach and performance.

Core products like **MG Special, GTX Pro, MG Advanced, and GTX Plus Basic** show **steady and predictable growth**, making them strong anchors for the business.

◆ CUSTOMER INSIGHTS

Customer acquisition is stagnant — only 1 new client was added during the year

Retail, Tech, and Medical sectors collectively account for **~47% of total revenue**, highlighting where most customers are concentrated.

USA-based clients represent 85% of all revenue, showing a strong domestic focus and a potential overdependence on a single market.

100% of GTK sales were handled by the West Office — with **33% sold to just two accounts**, indicating very narrow product reach and potential account-level risk.

Non-US VIP clients are rare (only 2), signaling **underutilized global opportunities** that could support expansion.