Dear Gary,

After analyzing potential leads you should market to people residing in California, Texas, and Florida. If the marketing budget allows more then you should promote to Ohio and New York as well. We have seen a great number of clients from those areas. There are 35% of current clients living in Texas, Florida, California, and Ohio and 37% of leads living in California, Texas, Florida, New York, and Ohio. California has an abundance of leads consistently in all age groups ranging from twenties to people in their nineties. Texas has the next highest age groups with people in their twenties, thirties, sixties, seventies, and nineties. Florida has the third with middle aged adults in their thirties, forties, and sixties.

Hope you have a great meeting,

Catherine