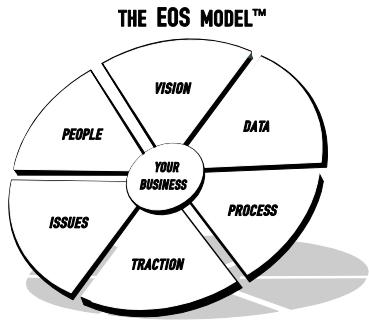


# THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: Plainwell Site 2026 Q1

## VISION

CORE VALUES	<ol style="list-style-type: none"> <li>1. Be completely positive</li> <li>2. Be totally reliable</li> <li>3. Be team oriented</li> <li>4. Be customer focused</li> <li>5. Be perfection driven</li> </ol>	3 YEAR PICTURE
CORE FOCUS™	<p><b>Passion:</b> Building Extraordinary Relationships</p> <p><b>Our Niche:</b> The lawn and power equipment experience</p> <p><b>#1 Cash Flow Driver:</b> Profit per <b>RELATIONSHIP</b></p>	<p><b>Future Date:</b> 12/31/2028</p> <p><b>Revenue:</b> \$35.5M (\$12M KZ; \$8M PW; \$12M Gen; \$3.5M Web)</p> <p><b>Profit:</b> GP of \$9.25M (26%)</p> <p><b>Measurables:</b> 525 OSS, 850 installs, 85 NPS overall</p> <p><b>What does it look like?</b></p> <ul style="list-style-type: none"> <li>• Gen Division doubled with at least 1 remote location</li> <li>• All divisions generating NP of at least \$100k</li> <li>• Assistant site leads in place for all divisions</li> <li>• High performing road sales for all divisions</li> <li>• AI and technology leveraged for high efficiency &amp; accuracy while still preserving personal relationship building (self checkout, ecommerce, AI parts lookup, web help, etc).</li> <li>• Multiple unit RTM operating year around at high level for mobile service, not just tune-ups.</li> </ul>
CORE TARGET™	<p><b>Advance the Legacy – by 12/31/2035 we will be the premier operator in all divisions and every territory. We will build on our existing legacy by investing in people first, then process, and leverage technology to develop RELATIONSHIPS.</b></p>	
MARKETING STRATEGY	<p><b>Uniques:</b></p> <ol style="list-style-type: none"> <li>1. lawn and power equipment experts; our passion (not isle managers)</li> <li>2. Largest On-Hand inventory of lawn and power equipment in SW Michigan</li> <li>3. hassle-free ownership</li> </ol> <p><b>Guarantee:</b> We Can Help</p> <p><b>Proven Process:</b> The Steensma Lawn &amp; Power Equipment Experience</p> <p><b>Target Market/“The List”:</b> SW Michigan property owners (75K+ income), Males 35-75 years old, businesses and municipalities that have interest in premium equipment with parts and service support; enjoy the outdoors; wanting to own and control their experience</p>	



# THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: Plainwell Site 2026 Q1

## TRACTION

1 YEAR PLAN	ROCKS	ISSUES LIST																								
<p><b>Future Date:</b> 12/31/2026  <b>Revenue:</b> \$27.5M (KZ:11M, PW:7.5M, Gen: 6.5M, Web 2.5M)  <b>Profit:</b> GP of \$6.6M (24%)  <b>Measurables:</b> 500 OSS, 575 installs, 85 NPS</p> <p><b>Goals for the Year:</b></p> <ul style="list-style-type: none"> <li>1. Establish Strong Leadership meeting pulse</li> <li>2. Research and Execute John Deere growth plan including CUTs</li> <li>3. Research and execute plan to expand extended warranty sales</li> <li>4. Decide on and train up CSR for Web Support</li> <li>5. Shop Expansion</li> <li>6. Growth (Road, Shop Schedule) – Maximize Resources</li> <li>7. Inventory Levels – (Lost Sales, Better On Hand Parts)</li> <li>8. Setup/Warehouse Lead</li> <li>9.</li> </ul> <p>With your cursor in the last row, press Tab to add another row.</p>	<p><b>Future Date:</b> 3/1/2026  <b>Revenue:</b>  <b>Profit:</b>  <b>Measurables:</b></p> <p><b> Rocks for the Quarter:</b></p> <table border="1"> <thead> <tr> <th></th> <th>Who</th> </tr> </thead> <tbody> <tr> <td>1. Work closely with Scott to ensure continuity in Pwell leadership. Learn processes, meeting pulse, people</td> <td>Jeff</td> </tr> <tr> <td>2. Install 4<sup>th</sup> technician</td> <td>Jeff</td> </tr> <tr> <td>3. Decide on CSR and possibly send for training</td> <td>Don</td> </tr> <tr> <td>4. Create and execute plan for OSS presales, especially on current OSS</td> <td>Don</td> </tr> <tr> <td>5. Meeting – Leads</td> <td>Jeff</td> </tr> <tr> <td>6. Store Transfers – (Parts, Paperwork, Process)</td> <td>Doug</td> </tr> <tr> <td>7. OSS Pre-Sales</td> <td>Don</td> </tr> <tr> <td>8. Parts Receiving Process (Check-In, Short Sales)</td> <td>Don</td> </tr> <tr> <td>9.</td> <td></td> </tr> <tr> <td>10.</td> <td></td> </tr> <tr> <td></td> <td></td> </tr> </tbody> </table>		Who	1. Work closely with Scott to ensure continuity in Pwell leadership. Learn processes, meeting pulse, people	Jeff	2. Install 4 <sup>th</sup> technician	Jeff	3. Decide on CSR and possibly send for training	Don	4. Create and execute plan for OSS presales, especially on current OSS	Don	5. Meeting – Leads	Jeff	6. Store Transfers – (Parts, Paperwork, Process)	Doug	7. OSS Pre-Sales	Don	8. Parts Receiving Process (Check-In, Short Sales)	Don	9.		10.				<ul style="list-style-type: none"> <li>1. Property Management</li> <li>2. Team Work</li> <li>3. Attendance</li> <li>4. Shop Organization</li> <li>5. Parking</li> <li>6.</li> <li>7.</li> <li>8.</li> <li>9.</li> <li>10.</li> <li>11.</li> <li>12.</li> <li>13.</li> <li>14.</li> <li>15.</li> </ul> <p>With your cursor in the last row, press Tab to add another row.</p>
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