

Success Story: The PMA and the Legislator

George Romell, CEO, approached the local legislator and asked for financial assistance on behalf of his non-profit organization. The legislator denied the request since the organization's location did not fall within his constituency. Romell then took a copy of SeerAnalytics™ Primary Market Area (PMA) report to the legislator. The PMA showed the legislator that although the organization was not within the boundaries of his constituency, many of the organization's customers resided there.

The report was the conclusive evidence the legislator needed. The legislator generously presented Romell's non-profit organization with a grant worth \$150,000.