

# ESOP UPDATE

Information about your Employee Stock Ownership Plan (ESOP)

## Job performance today can grow ESOP value tomorrow

When you accomplish something on the job you know intuitively that this is good for the company. But can you trace how it affects your long-term ESOP rewards?

One time a year an independent appraisal firm determines the fair market value of a share of stock in a private ESOP-owned company. This per-share price is the current price on your annual ESOP statement.

The appraisal firm examines many aspects of the business. It looks at the company's sales, expenses, profits and cash flow over the last several years. The analysis pays very careful attention to your company's ability to grow and meet future business goals. A consistent track record of meeting performance goals can improve a company's overall stock value.

Consider the thousands of employee job-level actions that impact whether your business meets its goals and whether its plans for the future are believable. Perhaps your job helps someone else achieve business goals or directly impacts these kinds of objectives:

<b>Productivity</b>	<b>Customer satisfaction</b>	<b>Growing in sales</b>
<b>Avoiding waste</b>	<b>Attracting customers</b>	<b>Improving gross profit</b>
<b>Company reputation</b>	<b>Retaining talent</b>	<b>Safe work practices</b>
<b>Meeting budget</b>	<b>On-time delivery</b>	<b>Consistent profitability</b>

Job-level actions are the building blocks for a business to meet its strategic goals. Meeting goals consistently has a tremendous impact on how fast and how much value you can build in your ESOP account.

