



# Building a New Market

## Should You Build a New Market?

### Why Build a New Market?

- 1 High levels of insulated industry growth
- 2 Stronger conversion ratios & ROI
- 3 Diversification
- 4 Scaling issues in current market

### ROI Assessment- Things to consider



The amount of effort Vs. the reward that you get back.



Volume of roles



The length of time to make a hire



Resources/ workforce needed



Average fee size in the new market



Opportunity cost



### Internal Resource Questions

Who is going to work the new market?

Is additional headcount needed?

Who's going to manage that market?

Are a change of hours needed?