



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?