



U.S. DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

FORM

**SA-42A(AGBR)** (DRAFT)

# 2011 ANNUAL WHOLESALE TRADE REPORT

## AGENTS, BROKERS, REPRESENTATIVES, AND ELECTRONIC MARKETS

<b>DUE DATE</b>	
<b>Need help or have questions?</b> Call 1-800-327-4389, option "3" (8:30 a.m. - 4:30 p.m. ET, M-F)	
<b>YOUR RESPONSE IS REQUIRED BY LAW.</b> Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, <b>YOUR CENSUS REPORT IS CONFIDENTIAL.</b> It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.	

*(Please correct any errors in name, address, and ZIP Code.)*

<b>Return via Internet:</b> <a href="http://census.gov/econhelp/awts">census.gov/econhelp/awts</a>	<b>Return via Fax:</b> 1-800-447-4613	<b>To view survey results:</b> <a href="http://census.gov/wholesale">census.gov/wholesale</a>
Username:		
Password:		

**GENERAL INSTRUCTIONS**

- **Include** data for auxiliary facilities primarily engaged in supporting services to this firm's establishment(s) such as warehouses, garages, and central administrative offices.
- Any significant change in this firm's operations should be noted in 7 on page 4.
- For establishments sold or acquired in 2011 or 2010, report data only for the period the establishments were operated by this firm.
- Estimates are acceptable if book figures are not available.
- Enter "0" where applicable.

**SPECIAL INSTRUCTIONS**

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**1 AGENTS, BROKERS, REPRESENTATIVES, OR ELECTRONIC MARKETS**

This report applies to firms that primarily arrange for the sale or purchase of goods owned by others, generally on a fee or commission basis. Examples include:

- Auction companies
- Commission merchants
- Electronic markets (business to business)
- Import or export agents
- Manufacturers' agents
- Manufacturers' representatives
- Merchandise brokers
- Purchasing agents
- Selling agents

**2** Not Applicable.

**3 ORGANIZATIONAL CHANGE**

**A. Did this firm experience any acquisitions, sales, mergers, and/or divestitures in 2011 or 2010?**

- Yes
- No - Go to **4**

**B. Which of the following organizational changes occurred in 2011 or 2010?**

Check all that apply. If more than one organizational change occurred during the reporting period, explain in **7** on page 4.

<input type="checkbox"/> Acquisition <input type="checkbox"/> Sale <input type="checkbox"/> Merger <input type="checkbox"/> Divestiture	}	<i>Date of organizational change</i> . . . . .  <i>AND</i>  <i>Enter detailed information below</i> ↴	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">Month</th> <th style="width: 33%;">Day</th> <th style="width: 33%;">Year</th> </tr> </thead> <tbody> <tr> <td style="height: 20px;"> </td> <td> </td> <td> </td> </tr> </tbody> </table>	Month	Day	Year			
Month	Day	Year							

Name of company	EIN (9 digits)
	-
Address (Number and street, P.O. Box, etc.)	
City, town, village, etc.	State ZIP Code
	-

**4 REPORTING PERIOD**

**What time period is covered by the data provided in this report?**

- Calendar year
- Fiscal or partial year - Report beginning and ending dates . . . . .

2011			2010		
Beginning Date			Beginning Date		
Month	Day	Year	Month	Day	Year
Ending Date			Ending Date		
Month	Day	Year	Month	Day	Year

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**5 SALES, RECEIPTS, OR REVENUE**

**INCLUDE**

- All revenue from locations identified in 1
- Receipts from freight, installations, rentals, maintenance, repairs, alterations, storage, and other such services
- Excise taxes (such as those on gasoline, liquor, and tobacco) that are levied on the manufacturer and included in the cost of products purchased by this firm

**EXCLUDE**

- Nonoperating receipts (such as interest income, income from investments, and receipts from the rental or sale of real estate)
- Taxes (sales, excise, and other) collected directly from customers and paid directly to a local, state, or federal tax agency
- Commissions or fees for goods that never entered the United States
- Receipts from customers for carrying or other credit changes
- Refunds and allowances for returned products
- The actual value of rebates and discounts granted to the purchaser, even if granted as an increase in trade-in allowance

	2011				2010			
	\$ Bil.	Mil.	Thou.	Dol.	\$ Bil.	Mil.	Thou.	Dol.
<b>A. What were this firm's commissions and selling or listing fees earned in 2011 and 2010?</b> . . . . .								
<b>B. What were product sales of goods that this firm owned (took title to), if any, or other operating revenue earned in 2011 and 2010?</b> . . . . .								
<b>C. What were the TOTAL commissions, fees, sales, and operating revenue in 2011 and 2010? (5A + 5B = 5C)</b> . . . . .								
<b>D. What was the gross selling value of the goods this firm earned commission or fees for in Item 5A in 2011 and 2010?</b> <i>Gross selling value is the total value of the goods sold</i>								
<ul style="list-style-type: none"> <li>• Include any e-commerce sales conducted for others</li> <li>• Exclude commissions and fees reported in 5A . . . . .</li> </ul>								

2011		2010	
Percent	Percent	Percent	Percent
	%		%

- E. What was the AVERAGE commission rate earned in 2011 and 2010?** . . . . .
- 5A divided by 5D X 100
  - Round to the nearest whole percent

Have questions? Call 1-800-327-4389 (option 3)

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**6 OPERATING EXPENSES**

**INCLUDE**

- Expenses arising from the normal course of business, including payroll

**EXCLUDE**

- Bad debt/customer related loss
- Purchases of goods for resale or cost of goods sold
- Income taxes
- Taxes (sales, excise, and other) collected directly from customers and paid directly to a local, State, or Federal tax agency
- Interest expenses
- Impairment (reduction in value of long-lived assets due to reappraisal)
- Capitalized expenses (except payroll and fringe benefits)
- Transfers made within the company

**What were the total operating expenses for this firm's agent, broker, representative and electronic market locations ONLY in 2011 and 2010? . . . . .**

2011				2010			
\$ Bil.	Mil.	Thou.	Dol.	\$ Bil.	Mil.	Thou.	Dol.

**7 REMARKS** - Please use this space to explain any significant year-to-year changes, to clarify responses, or indicate where data were estimated.

**8 CONTACT INFORMATION**

Name of person to contact regarding this report <i>(Please print)</i>					Title			
Telephone	Area code	Number		Extension	Fax	Area code	Number	
		-					-	
Website								

**THANK YOU**  
**for completing your Annual Wholesale Trade Report.**  
We suggest you keep a copy for your records.

Public reporting burden for this collection of information is estimated to average 32 minutes per response, including the time for assembling data from existing records and completing the form. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Paperwork Project 0607-0195, U.S. Census Bureau, 4600 Silver Hill Road, AMSD-3K138, Washington, DC 20233. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0195" as the subject. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 8-digit number appears in the top right corner of this form.

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