



# AN IMPROVING ECONOMY

## *Common Sense Signs the Economy is on the Mend*

Is the economy picking up? That is the question most people are asking today. You need to get your company positioned so now is the time to start looking for positive signs in the market.

An article by Maureen Farrel highlighted some common sense things to look for to get an indication that economy is beginning to turn. I've included the best of those ideas here and added some of my own. You will find that the best part about these indicators is that they are based on now, not what happened three months ago. They are truly leading indicators rather than lagging indicators. These tips will keep you ahead of the game rather than leaving you playing catch up.

1. **Pink Ties.** Men and women wear brighter colors when things are going well and drab brown colors when things are looking bleak. Are you seeing any change? (*Farrel*)
2. **Restaurant Garbage Piles.** The bigger piles come from using more supplies to prepare meals. More supplies means more people are eating out which means the economy is improving. (*Farrel*)
3. **The Supply Chain.** Keep an eye on the performance of FedEx, UPS, Union Pacific and other carriers. When their numbers start improving, other businesses are shipping more which means the consumer is buying more.
4. **Shopping Bags.** Go to the local Mall at the same time every week and watch customers. Don't pay attention to how many customers you see, watch how many bags they have. Bags indicate purchases, people indicate lookers.
5. **Tee Times.** Call some exclusive clubs like Pebble Beach, Whistling Straights or some in your area and see how hard it is to make a near term tee time. As the time to tee off lengthens, the stronger the economy is getting. Golf is a luxury and people won't buy luxury until the recession is ending.
6. **Company Meetings and Events.** Call some of the best resorts or meeting places and see how hard it is to book a date or what's happening with cancellations. More bookings and fewer cancellations means things are picking up for business.
7. **Denim Sales.** Check out the sales of denim at J.C. Pennies and other retailers in your area. Denim is cheap and one of the first things consumer's replace when they start feeling more comfortable with the economy. (*Farrel*)
8. **Foreclosed Homes to Sales.** Find out how many homes were foreclosed in your market and how many foreclosed homes sold. Divide foreclosures by foreclosed sales. As the ration improves, the housing market and the economy should be improving.
9. **Billboard Advertising.** There are a lot of blank billboards along roads and highways. Billboards are relatively cheap advertising and catch a lot of eyeballs. As the number of empty signs decrease, the economy is beginning to get better.
10. **Waiters and Waitresses.** The better people are beginning to feel about the economy and their job, the better the tips gets.

Keep your eyes open for everyday signs that the economy is beginning to improve. Let me know what you are seeing that may be a sign the economy is beginning to improve.

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