

# **Why Make Stable Calls?**

## **VALUE of a 20 Horse Stable**

20 Horses EACH Eat Average of a Ton of Feed Annually

Dealers' Average Margin = \$60.00/ton

20 Tons Annually X \$60.00 Per Ton = \$1,200.00

**Plus Allied Line Product Sales from having Customer  
in YOUR Store = EXTRA Financial Benefit**

**How Many 20+ horse owners  
are in your market?**