

## Capabilities Statement

<https://ResearchBiz.biz>

Research Biz, LLC is a low-cost market research firm with the goal of bringing its clients 30+ years of research design, fielding, and reporting **expertise that works**. We engage with select organizations, including for-profit corporations, non-profit groups, and trade associations. Our approach to research focuses on what seems to be the lost art of asking meaningful questions and honestly listening to the answers to discover actionable insights.



EIN: 85-4304064 | Phone: 1.772.333.1633

## Core Competencies

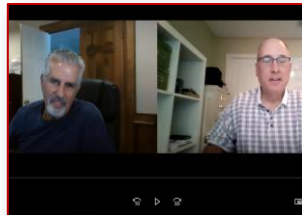
### Quantitative surveys

- ✓ Questionnaire design
- ✓ Programming (Alchemer)
- ✓ Sample management
- ✓ Analysis & reports



### Qualitative research

- ✓ In-depth interviews
- ✓ Focus groups
- ✓ Virtual or in-person
- ✓ Rapid synthesis of findings



### Knowledge management

- ✓ Information platforms
- ✓ Day-to-day curation
- ✓ Corporate historian



### Brand messaging

- ✓ Social media strategies
- ✓ Content marketing
- ✓ Name & tagline testing



## Differentiators

- Pricing that beats competitors by 25% to 50%
- Principal has 30+ years of research experience
- Authored 1,500+ questionnaires, 1M+ respondents
- Licensed and insured for \$2M general aggregate
- Proven strategies that obtain actionable insights

## Company Snapshot

**Managing member:** Gregory Kohs

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## Representative Client Work

**Wealth management firm:** A registered investment advisor team with over 2,000 clients was struggling with annual execution of a satisfaction survey that didn't track individual respondent-level participation. We introduced a more robust survey platform and migrated to a quarterly cadence, so that advisors more speedily address customer concerns.

**Sports gaming app:** A start-up group sought authentic user-tested feedback about a new mobile app. Using social media, we recruited sports fans to react to a demo of the app and provide constructive feedback to improve the game. Our "sizzle reel" of video clips was so persuasive, the client included it in every meeting with venture investors!

**Global genetics database:** A non-profit org aims to distinguish itself from smaller, competing cohorts in the field of genetic sequencing. We track social media and identify opportunities for media outreach and to correct misinformation that may arise.

**Property management service:** A tech-forward firm supporting private real estate investors is poised to become the largest buyer of single-family rental homes in the U.S. The company turned to Research Biz to learn what makes landlords really tick.

