

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



Expert Witness

- ✓ Surveys for litigation
- ✓ Depositions
- ✓ Courtroom testimony



Brand messaging

- ✓ Social media strategies
- ✓ PhraseDatabase.com
- ✓ Name & tagline testing
- ✓ Wikipedia advisor



Differentiators

- Pricing that beats competitors by 30% 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

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Representative Client Work

Community Health Needs Assessment: A statewide hospital system sought county-by-county feedback from civic, religious, and non-profit stakeholders about the most urgent healthcare concerns facing their cities and towns. Half-hour interviews with 65 influencers painted a clear picture.

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!

Wealth management firm: A registered investment advisor team with over 2,000 clients struggled with annual execution of a satisfaction survey that didn't track individual respondent-level participation. Our robust survey platform enabled a quarterly cadence, so that advisors speedily address customer concerns.

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

