

# ITR Economics: Different and Distinguished

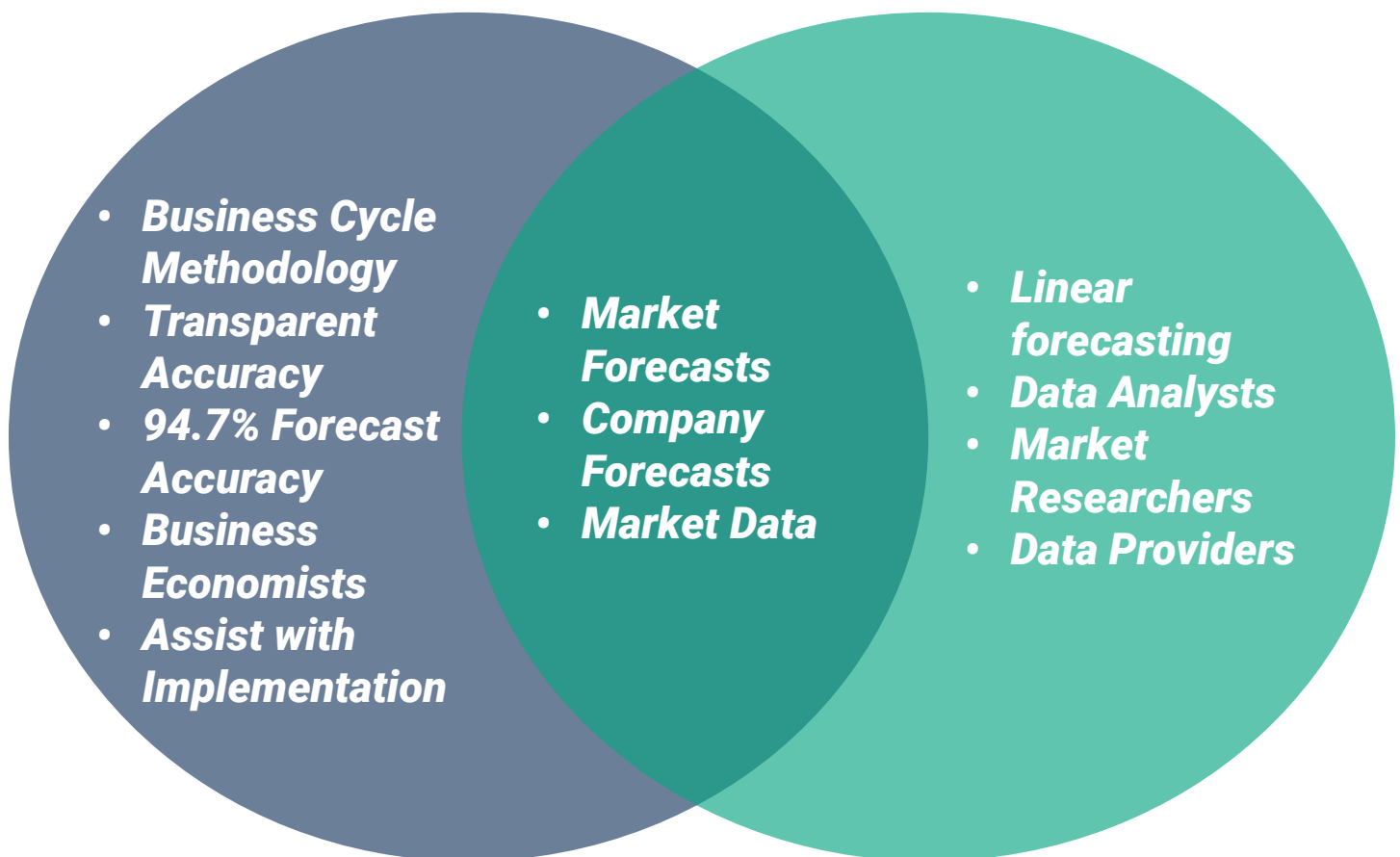


ITR ECONOMICS

While there are many economic forecasting firms in the industry, ITR Economics is unique in five distinct ways that, taken together, create the optimum experience for our clients.

## ITR Economics

## Marketplace



### Distinction #1: Methodology

ITR Economics utilizes a unique methodology to support our forecasting. This methodology incorporates business cycle theory, which allows us to be very accurate in forecasting turning points in economic conditions. You will find that with other firms, linear forecasts are the norm and econometric models are the system used to support their forecasting initiatives. While these are common practices, they do not provide you with the needed detail of cyclical peaks and troughs, which are paramount to effectively managing your business strategies.



## **Distinction #2: Forecast Accuracy**

As I'm sure you've seen, we publish our forecast accuracy regularly – in our presentations, on our website, in our social media, and in our emails. While this is a normal practice for our firm, many others do not track their accuracy in the same rigorous manner. We point this out not to diminish the work of our competitors, but to illustrate our commitment to our mission: helping you implement the information you receive from us. We understand that your leadership makes large investments based on our information, and in order to do so with confidence, they need to be confident in the outlook we provide. We regularly publish our accuracy as part of our effort to give you this confidence; then, you can use our forecasts to obtain maximum results.

## **Distinction #3: Transparency**

You cannot purchase any forecast you want at ITR Economics. Whenever a client requests that we forecast a new dataset, it undergoes a data vetting process so we can determine whether we feel confident in providing a reliable outlook. Providing you with a stake in the ground you can count on is of the utmost concern to us. If the data vetting process determines that we would not meet our standards of accuracy, we would tell you that we cannot forecast the dataset with a high degree of accuracy and give you the reason why.

## **Distinction #4: Business Economists**

While we do have a team of analysts working with the data we forecast, we have also trained a team of business-minded economists who bring the outlook back to “what this means for your business strategy.” They can consult with your leadership teams regarding the outlook and assist in identifying ways you can use the outlook in your resource planning, budgeting, and sales goals.

## **Distinction #5: Actionable Advice**

Many firms either consult or ship reports filled with data for you to decipher. ITR blends the two approaches into one all-encompassing service in order to ensure your team not only receives the most accurate information possible but also understands the next steps in light of that information. In times of economic crisis, we provide clear guidance to those who follow our blogs and videos, those on our subscription lists, and our clients. During times of economic growth, we look ahead, helping that same following maximize their growth in the present while preparing for the next downturn. We provide an economic roadmap with a view around the corner and enable leadership teams to set milestone goals and schedule investments during the correct time of the business cycle.