

**What are the Benefits of Participating in the LobbyLights Compensation Survey?**

Employee compensation is typically the highest expense of your profit and loss report. Every property is trying to achieve maximum profitability by adding revenue and lowering expenses. Consider these 4 simple reasons to participate in the LobbyLights compensation survey.

1. **Managing your biggest expense**: The LobbyLights survey will help shed light on weak points in your total compensation plan. The cost of replacing employees is costly. Compensate correctly the first time and avoid the hidden turnover expense.
2. **Retaining and procuring the best talent**: In order to retain employees, or hire for open positions, it is imperative you have accurate market data to make the right salary adjustments to your current staff and competitive offers to “new hire” candidates.
3. **Back your decisions with data:** Hiring the right people can be difficult. LobbyLights provides the necessary metrics to support your hiring decisions. Additionally, it will offer data for pay increases for your current staff.
4. **Security you can trust:** KTIA is providing access to the LobbyLights survey at no cost to members so you can avoid the “call around”. LobbyLights is a blind survey and follows DOJ antitrust guidelines so you can be assured your data is properly managed.

*To get started on the survey:*

1. *go to* [*www.lobbylights.com*](http://www.lobbylights.com)
2. *create your account*
3. *Enter your property information*
4. *When prompted to pay enter the discount code* ***KTIA2019*** *to offset the cost to 0.00*
5. *Click begin survey or start later*

*LobbyLights is a no cost member benefit for all KTIA members. To learn more about their services please contact Kevin Conway* [*kconway@lobbylights.com*](mailto:kconway@lobbylights.com) *with any questions.*

