

# Slot Floor Optimizing

## GM's and Slot Operations Pro's:

**What games generate your best Net-Profit?**

**Where should your games be located?**

**How do you fix your Theo-Actual variance?**

**What games should you buy, keep or sell?**

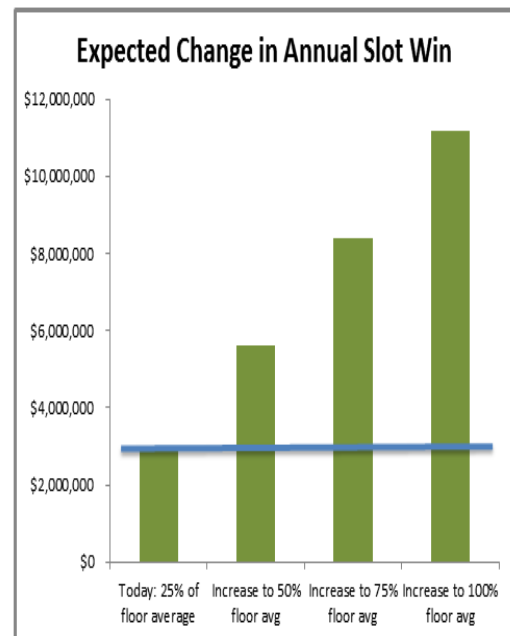
Opportunity Cost: Convert, Change location or remove games in the Low, Low section of Matrix

Year/Mo	# Games	Pct of floor avg		Monthly Theo Win	Est. Annual Theo Win
		WPU	WPU		
Current	208	\$40	25%	\$249,600	\$2,995,200

Floor average WPU: Current \$149

Convert/Remove Low, Low games and get to various rates of floor average WPU:

Pct of floor avg		Expected Results				
WPU	# Games	Exp WPU	Monthly Total Win	Annual Exp Win	Incremental Annual Increase	ROI
50%	208	\$75	\$466,390	\$5,596,676	\$2,601,476	187%
75%	208	\$112	\$699,585	\$8,395,014	\$5,399,814	280%
100%	208	\$149	\$932,779	\$11,193,352	\$8,198,152	374%



JSA's Slot Floor Optimizing analytics is a powerful, proven analytical process that syncs multiple floor touchpoints such as:

**Game-by-game WUD and Profit Unit Day comparisons**

**Our proprietary Utilization/Win matrix when coupled with our "TRIPLE NET" ranking valuations shows you:**

how to generate the best return on your floor performance and capital...now and in the future



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*“We were building plans for a new expansion of the property, but we felt our current floor results could be better.*

*JSA’s optimizing package was unique in that we quickly saw the effect of operations and marketing costs and their impact on our profits with JSA’s Triple Net analysis.*

*Our expansion kept us well positioned in our market.”*

Aaron Gomes,

Former COO, Resort Casino, Atlantic City, NJ

A sample of our clients includes:



### **Trial Proof of Concept:**

Contact us about our:

#### **Triple Net Floor profile**

See how we can deliver results in as little as two weeks.

Call us at: (609) 457-9775

View our website: [Jsa2002.com](http://Jsa2002.com)



**JAY SARNO & ASSOCIATES**  
**ANALYTICS**  
Custom Business Intelligence

***Our clients include: State agencies, trade groups and the most renowned management consulting firms. Additionally, over 50 properties: commercial, Native American; large and small; resort/ regional around the world have profited from our work since 2002.***