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## ***Effective Peer Group Selection – Rule of Thumb***

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<b>Number of Companies:</b>	<i>12 – 20</i>
<b>Revenue Size:</b>	<i>+/- 50%</i>
<b>Performance:</b>	<i>Representative/Across the board</i>
<b>Industry:</b>	<i>As close as possible</i>
<b>Other Considerations:</b>	<i>Complexity</i> <i>Risk</i> <i>Domestic vs. international</i> <i>Pass-through vs. manufacturing</i>