

Client Case Study: Consulting Company

Background

➤ Key Facts

- In a strategically significant industry
 - Flat Sales for 3 years (\$1.5 mil)
 - Nominal profit
 - 9 full-time employees
 - Highly regarded within the industry
- Had an idea of what was needed to improve the business
- Attempted, unsuccessfully, to implement changes



Client Case Study: Consulting Company

Actions Taken

- Conducted a business valuation - Valued at \$1.0 mil
- Valuation identified value drivers and value hindrances
- Set target Value at \$15.0 mil in 15 years (planned exit date)
- Developed & began implementation of a Strategic Plan
- Identified priority areas for improvement
- Developed Action Plans for achieving Strategic Plan



Client Case Study: Consulting Company

Results

- Increased profit by 20x
- Expanded geographical reach
- Developed key people to assume greater management and leadership roles
- New integrated system identified and purchased that ties the business together (ERP)
- Developed and implemented a Marketing/Sales program
- Expanded product/service portfolio
- Owner moved from “doer” role to leadership/oversight role
- Brought in Wealth Management Team for Estate Planning



Client Case Study: Mortgage Brokerage

Background

- Revenue flat \$500K
- Little to no profit
- Owner working 60 - 80 hours a week
- Limited staff
- Multiple partners, only one performing
- Rewards \neq Risks
- No marketing
- No strategic thinking
- Industry in turmoil



Client Case Study: Mortgage Brokerage

Actions Taken

- Assisted President in convincing the other owners that the risk/reward was not in their favor
- Developed & began implementation of a Strategic Plan
- Completed a financial assessment of the business
- Developed Action Plans for achieving Strategic Goals
- Identified process improvements
- Developed and began implementation of a Marketing/Sales Plan



Client Case Study: Mortgage Brokerage

Results

- Marketing plan resulted in a more focused sales effort
- Reputation growing among target customers
- More productive & more profitable transactions
- Owner is thinking more as an owner/leader than a doer
- Identified a “clone” to hire to replicate the Owner’s sales/profits
- 2nd “Clone” to be hired before the end of the 2nd year
- Sales grew 15% first year, positioned for 47% growth in current year
- Profits poised to increase again by 4x in current year
- Owner sleeping at night
- Owner focused on opening new office locations
- Business value increasing towards target

