

Three things you are doing

That are **Major Threats** to your company's existence

- 1. No Succession or Exit Strategy.** Every owner needs to understand their company's value and market. If you feel your company's industry is at the top and the future concerns you - plan to be the first one to sell - not the last. Review your industry, market, value, customer base and make sure the next 5 years look positive.
- 2. You don't talk to your competition.** Sure - you hate having to put up with your competitors, but follow the old sage - Keep your friends close and your enemies closer!. Understand their marketing changes, product or service changes and pricing models. Try to understand their value proposition and their profitability. Have talking points ready on your company for a fair exchange of ideas.
- 3. You look at your Income Statement, but you do not understand your Balance Sheet.** When we talk to clients, many understand profits. However, when we ask to review Balance Sheets they ask why that is important. Balance Sheet knowledge unlocks valuable information on Cash Flow, investments in assets, borrowing too much money, and does the company have enough retained earnings to make it through a tough market time.

Your goal for business success is to build an impressive balance sheet. Call us and let's review your balance sheet and the unique information this can unlock about your company and its long-term existence!

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