



What do my monthly financials really tell me?

Which of my products, services or customers do I make the most profit on?

Why are my sales up and my cash flow down?

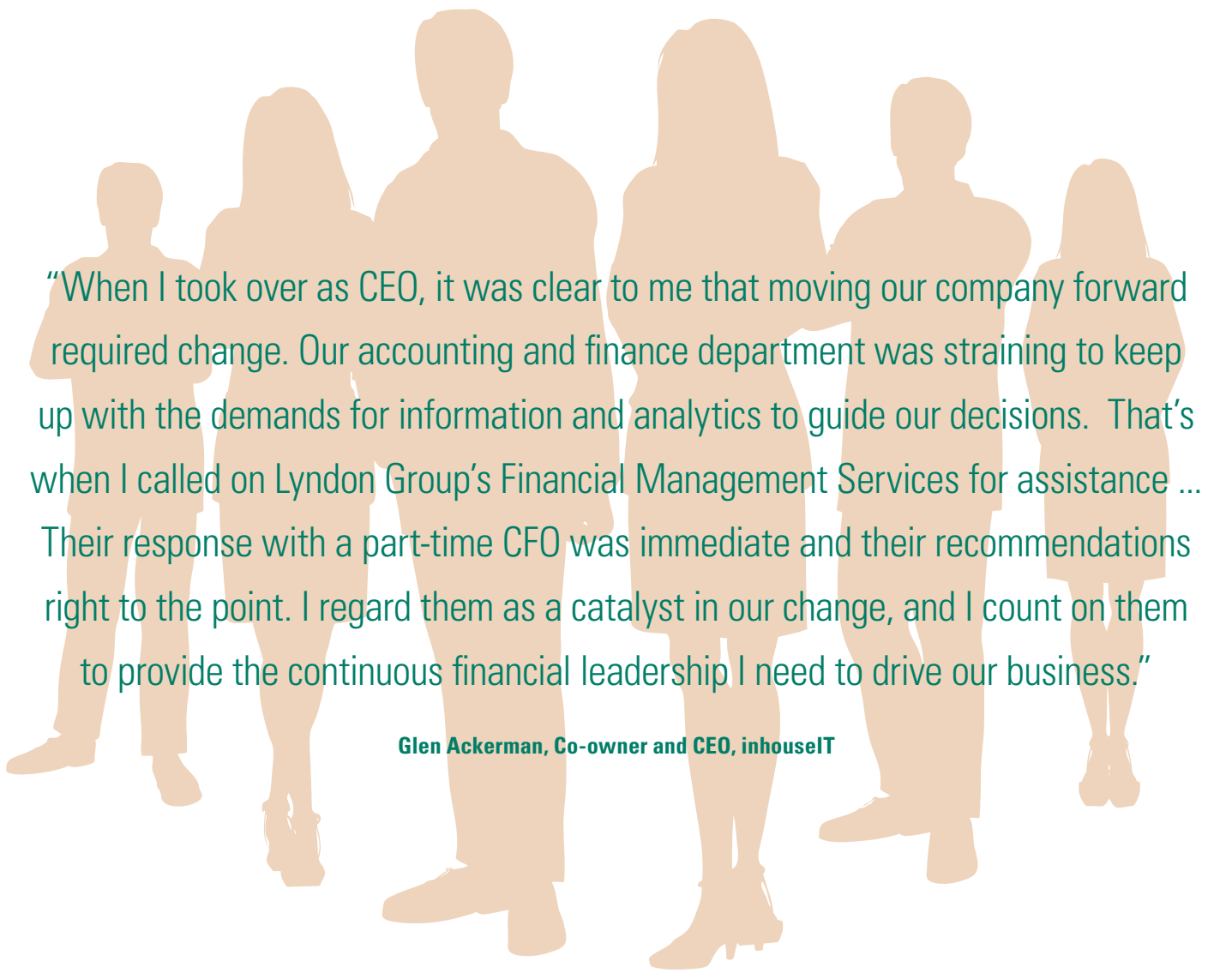
How can I be more profitable?

What is my business worth?

**Financial Management  
Services for  
Entrepreneurial  
Businesses**

## Did you know that many business owners...

- ... do not receive a monthly financial report timely enough to make critical business decisions.
- ... have difficulty finding the right professionals to help them grow their business.
- ... under-invest in accounting and IT resources, which limit their growth potential.
- ... are too busy running their business to judge its worth or how to increase it.
- ... turn to **Lyndon Group's Financial Management Services** for expertise to work through these common business challenges.



“When I took over as CEO, it was clear to me that moving our company forward required change. Our accounting and finance department was straining to keep up with the demands for information and analytics to guide our decisions. That’s when I called on Lyndon Group’s Financial Management Services for assistance ... Their response with a part-time CFO was immediate and their recommendations right to the point. I regard them as a catalyst in our change, and I count on them to provide the continuous financial leadership I need to drive our business.”

**Glen Ackerman, Co-owner and CEO, inhouseIT**

## What is Financial Management Services?

Think of Financial Management Services (FMS) as your company's personal, confidential, objective, "sleeves rolled up" part-time CFO. We don't just give advice, we do the work.

FMS is designed for companies that do not yet need a full-time CFO but could benefit from the advice, and work product, of an experienced financial professional. With FMS, you get a highly qualified professional without the cost, or employment burden, of a full-time employee.

FMS gives you, the business owner, more timely, detailed and useful financial information about your business plus a professional interpretation of what it all means. This helps you make timely decisions that, over time, will make your company more valuable.

***The interpretation of your company's information, together with our recommendations as to how it can best be used to benefit your business is our most important contribution.***

## How does Lyndon Group's FMS work?

First one of our FMS professionals meets with you, and your key personnel, to gain an understanding of your business and assess your financial operations. Then we discuss with you the goals for your company:

- Organic growth
- Succession planning
- Acquisitions
- Sale
- Combination of the above

This assessment typically involves a meeting lasting the better part of a day with the business owner and personnel responsible for financial reporting. At the end of this process, we will discuss with you our findings. ***This assessment process is provided at no cost to you.***

We then help set out the financial alternatives available for you. With these options clearly defined, we work with you to map out how to increase the value of your business.

## What will I gain from Lyndon Group's FMS?

- Greater focus on growing your business and making it more profitable.
- A commitment to increasing the long-term value of your business.
- Timely and professionally interpreted financial & operating information.
- Better use of cash flow and a potential decrease in working capital needs.
- Reduced risk of fraud and embezzlement.
- Tools and training for your existing financial staff to be more productive.
- A better understanding of the key metrics driving your business.



# Benefits of Utilizing Lyndon Group’s FMS

SIDE-BY-SIDE COMPARISON		
	CFO - Full Time Employee	Lyndon Group’s FMS
<b>Fees</b>	Market salary plus employee cost burden on a full time basis. (Health insurance, taxes, vacation, perks... etc.) <b>This can cost over \$200,000 per year for a 20 year professional.</b>	Fixed hourly rates for hours worked. Some companies may only need a few days per month of assistance (post assessment and implementation) <b>Annual cost could be as low as \$25,000.</b>
<b>Expertise</b>	Limited to each position held. Staff employees may be hired based on industry experience, technical expertise or systems experience.	Lyndon Group professionals have years of experience in many different company settings: industries, size, revenues, and number of employees...
<b>Business Experience</b>	Full time employees are sometimes more focused on the inner workings of their day to day jobs.	Lyndon Group’s professionals are constantly challenged with larger and more complicated issues. Our people are asked to assist with issues that encompass more than just accounting and finance (IT, internal controls, operations management, valuation)
<b>Relationship</b>	Actions could be influenced by self-interest, politics and/or taking the path of least resistance.	Lyndon Group’s professionals will remain unbiased to the inner workings and politics within a company to remain focused on issues and providing the best solutions. Your priorities are our priorities.

“I strongly recommend Lyndon Group’s Financial Management Services especially for companies that are experiencing high growth and continuous change. They provide a flexible, scalable model that adapts to the environment and ensures that finance and IT is aligned with the business and its priorities. They bring a level of professionalism and leadership that sets them apart ...”

**Liz Berecz, Executive Vice President, Startrac**

## I have a CPA. Why do I need Lyndon Group's FMS?

FMS is very different from the work your CPA performs. Your CPA prepares your tax returns and performs financial statement audits. We do neither of these things. We do not compete with nor displace your external CPA firm.

As an advisor to you, and as an extension of your management team, we help you get the most value out of the relationship with your CPA firm.

## What about my IT systems? Does FMS address that too?

Yes. FMS aligns your financial operations and strategic plans with your IT systems and resources. We help you answer questions like:

- Am I getting the right information from the system?
- Am I getting maximum productivity from my IT systems?
- Am I spending too much or too little on IT and are my current IT dollars spent effectively?
- How secure is the data (customer, financial, inventory) in my IT system from internal and external threats?

## What does Lyndon Group's FMS cost?

### ***OUR INITIAL ASSESMENT COSTS YOU NOTHING - \$0.***

We spend the better part of a day meeting with you and your key personnel. At the end of that time, we talk with you about what we have found. We then share our observations, all at no cost to you.

Continuing FMS services are billed by the hour. The annual cost depends on the number of hours you want us to spend with

you. We never bind you with contracts requiring minimum time commitments, so control over how much you spend is always in your hands.

You can increase or decrease the number of hours we spend with you when necessary. For example, if you are going through a business expansion, a strategic acquisition, or other issues where accurate financial information or forecasting is necessary, you can request we increase time with you.



## What have other clients asked you to do?

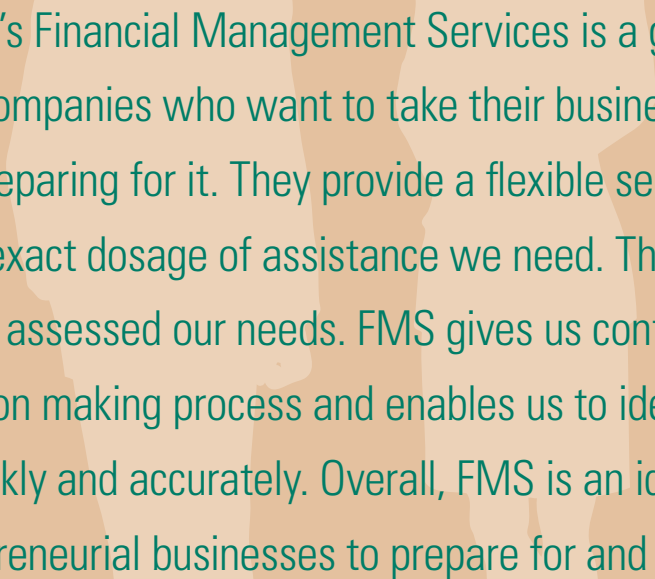
Here are examples of typical FMS assignments:

- Act as a part time CFO assisting in growing the business.
- Reduce the month end financial reporting process from 20 days to 5 days while maintaining existing staffing levels.
- Establish key performance metrics of the business against which monthly, weekly or even daily, results can be gauged.
- Prepare reports and schedules in preparation for selling the business.
- Assist with getting physical inventory in sync with company reports.
- Profitability reports on specific customers and/or products.
- Implement systems & controls against ever-present risk of fraud and embezzlement.
- Prepare internal data to assist your CPA with annual audit and tax reporting.
- Research and present options for enhancing IT systems, or evaluate upgrading them.
- Convert accounting records from cash basis to accrual (US GAAP).
- Assess feasibility of major construction projects and facility leases.
- Help recruit and evaluate accounting, finance and IT staff.
- Create a fully out-sourced accounting program.
- Take on internal accounting responsibilities, both short- and long-term.
- Develop financial & operational forecasts and budgets.

## Lyndon Group's FMS Professionals

Lyndon Group's FMS professionals bring multiple years of experience in a broad range of industries and business environments. You will find we are a quick study, very hands-on, and ready to step in and work on what ever challenges your business is facing. Here are industries in which our FMS team has experience:

- Alternative Energy
- Apparel
- Automotive
- Banking
- Communications
- Construction
- Consumer Products
- Distribution & Logistics
- Education
- Electronics
- Energy
- Financial Services
- Government
- Government Suppliers
- Healthcare
- Hospitality, Leisure & Travel
- Information Technology
- Insurance
- Internet Gaming
- Licensing
- Life Sciences
- Manufacturing
- Materials & Chemicals
- Media
- Medical Device
- Non-Profit
- Pharmaceutical
- Private Equity
- Professional Services
- Publishing
- Real Estate
- Restaurant / Food Service
- Retail
- Software Development
- Technology



“Lyndon Group’s Financial Management Services is a great solution for entrepreneurial companies who want to take their business to the next level and need help preparing for it. They provide a flexible service that gives our business the exact dosage of assistance we need. They are hands on and quickly assessed our needs. FMS gives us confidence in our business decision making process and enables us to identify root causes of issues quickly and accurately. Overall, FMS is an ideal solution for growing entrepreneurial businesses to prepare for and manage growth.”

**Steve Gupta: President, Coverking & Vistage Member**

**CONTACT US NOW FOR YOUR FREE ASSESSMENT:**

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