



5 Steps to Drive Business Growth & Recovery to Fuel Your Dreams

PRESENTED BY

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Ask yourself ...

- ✓ Is your business growing or are revenues **just making ends meet**?
- ✓ Are you **measuring the right things** that affect your business – and future dreams?
- ✓ Do you have a **plan to pivot** operations or preserve cash flow?
- ✓ Do you **work endless hours** with nothing left for personal time?
- ✓ Do you have a **succession plan** for you and your business?
- ✓ Is your business going to provide **enough cash flow** to provide you with the retirement you desire?

5 Steps to Drive Business Growth & Recovery to Fuel Your Dreams

1. Know the value of your business
2. Know your numbers
3. Know your plan
4. Know your wealth
5. Know your future



Meet Pete



Peter Bender, CPA, CFP®

Principal | Leader of Yeo & Yeo Wealth Management

- 32 years providing tax, accounting and advisory solutions
- Asset management, financial planning, insurance planning, estate and retirement planning, retirement planning for businesses
- Business transition strategic advisory
- Small business and fiduciary tax returns
- Tax, planning and advisory for Agribusiness clients
- Yeo & Yeo Board of Directors (2015-2020)
- Frankenmuth Credit Union, Board of Directors and Chairman (2003-2020)
- Wellspring Lutheran Services, Board of Directors and Audit Committee
- St. Lorenz Foundation Finance Committee



Meet Mike



Michael Oliphant, CPA, CVA
Principal & Business Valuation and
Litigation Support Services Group Member

- 28 years of accounting and advisory experience with emphasis in the construction, manufacturing, retail and wholesale sectors
- Business consulting and succession planning through the YeoConsults Legacy Program
- Mergers and acquisitions, strategic planning and exit planning strategies
- Certified Valuation Analyst (CVA) with expertise in succession planning, business plans and start-ups, divorce, and shareholder disputes
- Qualified expert witness
- Kalamazoo Valley Habitat for Humanity, board member and treasurer

1

Know the Value of Your Business

Identify drivers that affect value

KNOW YOUR BUSINESS VALUE

Many Reasons for a Business Valuation

A business valuation encompasses your entire business operation and provides you with the opportunity to see how your decisions affect business value.

- Strategic Planning & Decision Making
- Buy / Sell Agreements
- Estate & Gift Taxes / Gifting Programs
- Evaluation of Estate or Personal Worth
- Succession Planning
- Sale of Business / M&A

KNOW YOUR BUSINESS VALUE

How Does a Valuation Occur

- Comprehensive Financial Analysis
- Interviews with Key Individuals
- Industry Analysis and Benchmarking
- Determination of Valuation Approaches
- Determination of Final Value and Conclusion

KNOW YOUR BUSINESS VALUE

Three Approaches to Valuing a Business

1. Asset (Cost) approach
2. Market approach
3. Income approach



DID YOU KNOW ...

According to the Family Business Institute, only about 30 percent of family-owned businesses survive into the second generation, 12 percent are still viable into the third generation, and about 3 percent operate into the fourth generation or beyond.

KNOW YOUR BUSINESS VALUE

Drivers that Affect Value

- Diversification of product or service offerings
- Expansion of customer base
- Hiring of key individuals that can help drive growth
- Expansion of geographical territory
- Any number of other things that position your business for the future

2

Know Your Numbers

Focus on KPIs that help you operate your business more efficiently—and drive significant change throughout your organization.

KNOW YOUR NUMBERS

What KPIs Do For Your Business

- Deliver an immediate snapshot of overall performance
- Focus your people on common goals and the areas they can contribute to success
- Help to ensure that things which should be managed are, in fact, managed
- Encourage accountability and measure employee performance
- Are Flexible and adaptable

KNOW YOUR NUMBERS

SMART KPIs



If you can't tie a metric to actions, it's probably not a good KPI.

KNOW YOUR NUMBERS

Measure Success Across the Business – And Drive Growth

Common KPIs Include:

- Liquidity Ratios
- Profitability Ratios
- Efficiency Ratios
- Debt Risk Ratios

**70 % of companies
have no system or
structure in place
for identifying and
tracking key
metrics.**

Geckoboard Small Business Survey

3

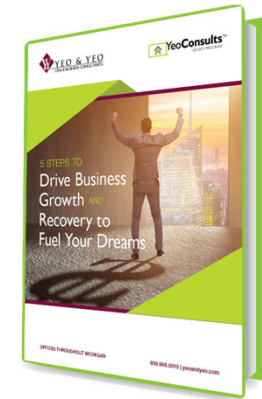
Know Your Plan

Prepare yourself and your business for uncertainty by planning for setbacks. Know how to reduce expenses, conserve cash flow and plan to pivot.

KNOW YOUR PLAN

Manage Your Cash Flow

- Have a broad frame of mind
- Create a budget forecast and compare to costs incurred
- Stay conservative with timing
- Maximize cash inflows and shrink cash outflows
- Build a cash reserve
- Make very conscious decisions when it comes to administrative costs



*Refer to our extensive
Cash Management Checklist
on page 10 of our eBook*

KNOW YOUR PLAN

Six Steps to Pivot

1. Communicate!
2. Adapt to meet new demands and needs
3. Think ahead
4. Learn a new skill
5. Inform employees
6. Monitor your pivot strategy regularly



4

Know Your Wealth

Understand how your
business and personal
life support each other.



80 to 90
percent of
most business
owners' net
worth is tied
up in their
business.

Exit Planning Institute



KNOW YOUR WEALTH

Take Personal Inventory

- Know your personal wealth in your journey towards the retirement you desire
- Create a Personal Financial Statement
 - What are your Assets
 - What are your Liabilities

KNOW YOUR WEALTH

Are you on track to reach your goals?

- ✓ Ensure your estate and trust documents are updated
- ✓ Review all your current insurance to ensure it's adequate in case of a personal or business emergency / catastrophe
- ✓ Review your wealth management program including retirement plans
- ✓ Establish a transition / operations plan for the business that accounts for retirement and an unforeseen sudden exit

KNOW YOUR WEALTH

Are you prepared?

DID YOU KNOW ...

50 percent of business transitions are unplanned due to the “5 Ds” – death, disability, divorce, disagreement and distress.¹



KNOW YOUR WEALTH

Holistic Approach to Growth & Planning for Your Future

- Connect your tax planning to wealth management goals
- Tax-smart investing planning
- Guidance Planning Strategies (GPS)



5

Know Your Future

Create a Clear Vision for Your
Business and You With Specific,
Measurable Objectives



KNOW YOUR FUTURE

Define Your Future

PERSONAL GOALS:

- What do you want your retirement to look like?
- How much will you need for retirement?
- How will you leave your business?

BUSINESS GOALS:

- Do you – and your team – have a clear picture of what's next for your business?
- What are your initiatives? Can you clearly articulate them?
- Do you have a roadmap to achieving them?

KNOW YOUR FUTURE

Strategic planning should yield **three to five** major initiatives that make the greatest impact on the business and its value

- Launching a new product or service
- Expanding into a new territory
- Driving greater leads through digital marketing
- Eliminating waste
- Streamlining delivery times and improving customer service
- Building greater brand awareness
- Reducing debt
- Investing in research and development
- Being more efficient with account payables and/or receivables

*Helping you
plan for
today and
prepare for
tomorrow.*



- ✓ Annual business valuation reporting and advisory on increasing the value of your business
- ✓ Financial and industry analyses
- ✓ Succession / transition consulting
- ✓ In-depth analysis of your personal financial condition
- ✓ Quarterly review of company financials
- ✓ Tax planning
- ✓ Ongoing communication





Questions?

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