

# *Like You, Your Business Needs a Check - Up Too!®*

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Most people are concerned about their health and may periodically get a physical examination or consult with a doctor about their physical condition. **You should consider: When was the last time you asked an independent professional to examine your business and evaluate its condition?** Most business owners never have.

You are undoubtedly aware that most small businesses fail for three primary reasons: (1) lack of capital; (2) poor management, and/or (3) a failure to respond to changes in the marketplace. A successful business is like a three-legged stool – it has competent management in three areas: (1) operations, (2) marketing, and (3) financial, tax, and legal matters. Many business owners are competent in operating their business. However, many are not knowledgeable about marketing or financial, tax and legal matters. It is the rare individual who is knowledgeable about all three areas. In theory, this can be overcome by consulting with CPAs, attorneys, and consultants. As a practical matter, however, many business owners simply do not do so either because they do not have the time or they are concerned about high hourly rates. Many business owners are “penny wise, but pound foolish” because they fail to obtain professional advice in advance, which frequently leads to larger problems that are even more difficult and expensive to resolve later. The old Fram Oil commercial provides an appropriate analogy – You can pay \$6.95 now for a new oil filter or you can wait and pay \$2,500.00 later to rebuild your engine. Which would you prefer? We believe that virtually every business will benefit from a business check-up.

In exchange for a flat fee, we will do the following:

1. Review the financial statements and tax returns for the last three years and raise the issues that we note, highlight important points, and/or make suggestions based upon such review;
2. Meet with the owner and other key personnel;
3. Tour the business facilities; and
4. Issue a written report, with specific recommendations that are tailored for your business, based upon our study.

Like a physical check-up, we believe that early detection is very important to avoid or minimize problems. A failure to act or even a delay may lead to problems that could have avoided or minimized or perhaps even bankruptcy. In summary, **we believe that you will find that our fee is money well spent and that the benefits you obtain will far exceed our fee.** If you have any questions, please call us. We look forward to working with you and developing a long term relationship.

*Gerschick Business & Investment Counsel, LLC*

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