



## **Where Do We Go From Here?**

The news today just is not very good. Every time we think we are on the upside of the downturn, we get thrown for another loop, hit with another tax, told it will be just a few more months before all this turns around.

During the month of May, over 7,500 businesses filed for bankruptcy in the U.S. That is over 375 filings each day, and the trend is not getting better.

So how does a struggling business make it through, and not just survive but actually grow during this difficult time? It all comes down to the decisions you make right now, today. The steps you take, or fail to take, could mean the difference between closing up shop and cornering a piece of your market.

### **Trimming The Fat**

Trimming the fat is more than just eliminating expenses. It is about looking at your company's cash flows and seeing where improvements can be made. Haphazardly slashing costs can have a negative impact on your business down the road. For example, eliminating your marketing and advertising budget could reduce your sales weeks from now. It is always less expensive to maintain your current customer base then to try to build a new one.

### **Right-Sizing Your Business**

In a tight economy, you need to be flexible enough to meet the changing needs of your customers. This also means re-evaluating who your true customers are. Negotiating with your suppliers to provide just-in-time deliveries or to extend payment terms to alleviate cash flow timing issues is a great place to start for companies that no longer have operating lines of credit to draw from.

### **Down-Sizing Your Business**

No one likes to lay-off employees. Sometimes there is just not a way to get around it. Offering reduced hours to your employees or making per diem arrangements could be a solution that will work for both of you in the short-term. If you have to let your staff go, temporary placement agencies are a great resource to provide help on an "as needed" basis.

### **Marketing Your Business**

Your industry is shrinking. Now is the time to take a second look at your position in the market place. Are you poised to capture customers from other businesses that have closed? Reach out to other business owners in the community for opportunities to exchange referrals or offer joint discounts.

### **Planning For Your Business' Future**

You may not be planning to leave your business to Uncle Sam, but if you do not include tax implications in your succession plan, you could be doing just that.

Without the proper succession planning, barely 30% of small businesses remain profitable into the second generation and less than 15% survive the third generation.[1] Failure to develop any plan can be even more disastrous.

Whether you're turning over the reins to the next generation, buying a business, selling a business, or merging with a competitor, it can all be very overwhelming. Fortunately, our team of experts has assisted many business owners, large and small, in making that transition.

### **Know Your Resources**

Accountants, tax specialists, and financial advisors are a critical piece of your business team. Our commercial business team includes advisors specializing in industries such as dealerships, professional services (legal, medical, engineering, etc.), construction, manufacturing, printing, real estate and petroleum. This industry experience, our knowledge of the local economies, and our skills in business management and financial turnaround can take your business to the next level – allowing you to do more than just survive this downturn.

Beyond traditional accounting services, we can perform a cost efficiency analysis to help you decide the best use of your money. And maybe you've heard about the significant tax savings available to you through cost segregation? Perhaps you could benefit from renegotiating your business' financing with your bank? We can help you manage those relationships. If you're considering merging or acquiring another business, we can provide you with succession plan development, business valuation services, due diligence, and even assist you in connecting with the right opportunity.

### **The Expertise of an International Firm, The Personal Attention Of A Small One**

Our dedication to excellence, our commitment to client service, and our exceptional reputation within our community has provided us with the opportunity to partner with BDO Seidman, LLP through their alliance program.

What does this mean to you? At a time when networking and knowing the right answers at the right time can have a significant impact on your business, our resources just became (seemingly) endless. Now, more than ever, we can connect you with not only the right business advisors but also the right suppliers, the right consultants, and the personalized edge your business needs to maximize its revenue potential. Whether you need expert advice locally, across the border, or around the world, our firm is in the position to provide you with the network of resources necessary to take you anywhere you want to go.

- Employee Benefit Plans
- Strategic Planning
- Succession and Estate Planning
- Operations Review
- Cost Control and Cost Accounting Studies
- Mergers and Acquisitions
- Business Valuations
- Accounting Policies and Procedures
- Banking Relationships
- Financing Assistance
- New Business Opportunities
- Computer Needs Assessment
- Business Expansion Studies
- Corporate Compliance
- Sockholder Buy-Sell Agreements
- Cost Segregation Studies
- Accounting Standards Implementation
- Accounts Receivable and Billing Solutions
- Reimbursement and Regulatory Issues
- Budgets and Forecasts
- Employee and Executive Compensation and Benefits Analysis
- Internal Control Systems Review and Design
- IRS Audit Representation
- Investment Policies
- Cash Management
- Management Information Systems
- Empire Zones

[1] [www.toolkit.com](http://www.toolkit.com)



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