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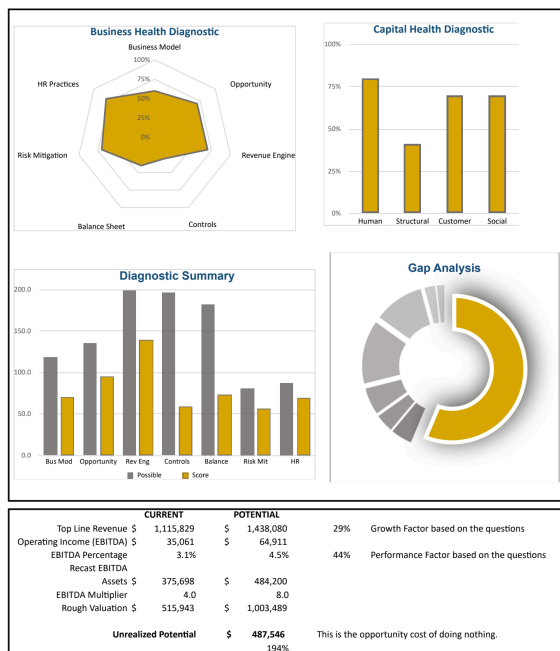
# Case Study 1: Exit Planning – Maximizing Valuation at Sale

From “stuck with a lowball offer” to a clear path toward freedom and millions more in valuation.

## Client Profile:

Dustin, owner of a profitable dental practice. After decades in the profession, he was ready to exit — but the offers on the table didn’t justify walking away.

RESULTS OF ORIGINAL BHD

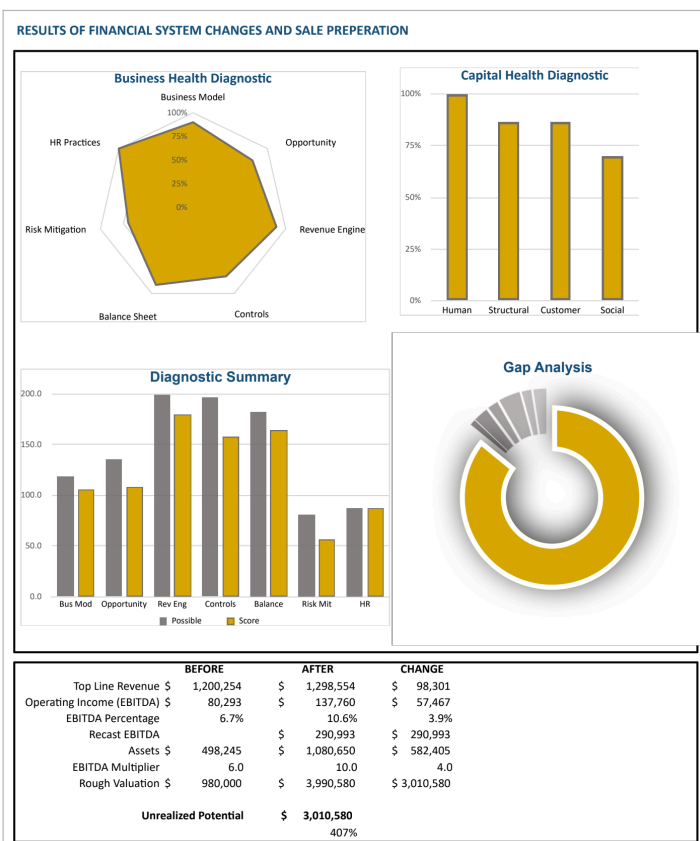


## Challenge (Before):

- Initial offer for the business: **\$950K**, plus a possible \$500K for real estate.
- The practice was heavily **dependent on Dustin**, suppressing both value and buyer confidence.
- **Books were a mess** — past accountant failed to reconcile accounts or track inter-entity transfers, leading to **overdraft fees, time loss, and zero clarity** on profitability.
- Dustin felt stuck: he wanted out, but it didn’t make financial sense to sell.

## Our Approach:

- Ran the **Business Health Diagnostic (BHD)** to assess operational, financial, and risk-based factors limiting valuation.
- Recast the **financials** from the ground up:
  - **Balanced the books**, recategorized transactions, and cleaned up reporting.
  - Removed discretionary and non-core expenses to reveal true earnings.
  - **Recast EBITDA from \$158K → \$439K**, giving buyers a clearer view of normalized profit.
- Modeled **exit readiness** using industry-specific multipliers (from 6x up to 10x with stronger systems).
- Identified key operational upgrades to **reduce founder dependency** and document transferable systems.
- Personally guided Dustin through the **entire documentation and negotiation process**, ensuring he could advocate for the true value of the business.



## Outcome (After):

- Dustin received a revised offer of **\$3.95M** — up from the original \$950K.
- **Efficiency gains and stronger financial clarity** increased the EBITDA and **multiplier from 6x to 10x**.
- With books clean, categories clarified, and systems in place, Dustin had multiple exit options:
  - Sell immediately at a much stronger valuation
  - Or wait and continue scaling now that the path to higher profitability was visible
- Perhaps most importantly, Dustin **regained confidence and clarity** — realizing that selling his business could actually support his life, not limit it.

## Impact:

Instead of staying stuck in “it doesn’t make sense to sell,” Dustin saw a clear path to freedom and higher financial security — with expert support in every step from cleanup to close.

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## **Case Study 2: Burnout to Fulfillment – Restructuring for Cash Flow & Time**

*From exhausted and ready to quit... to re-engaged, profitable, and free to live with purpose.*

### **Client Profile:**

Same client, different stage. The owner of a dental practice was overworked and questioning his future in the field of dentistry.

### **Challenge (Before):**

- Burnt out from running practice full-time. Loss of passion.
- Seriously considered leaving dentistry altogether to become a financial advisor.
- Business felt like a burden, consuming time and energy.

### **Our Approach:**

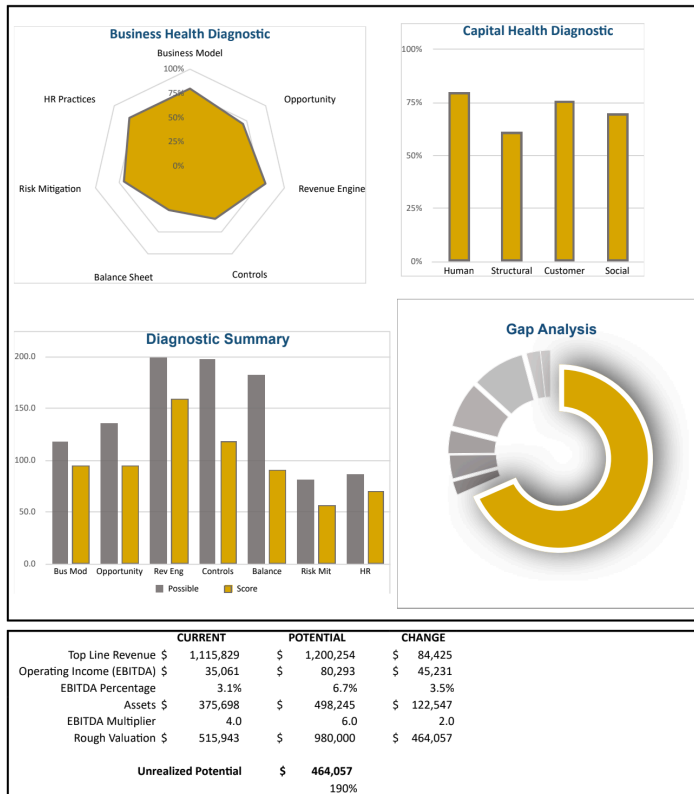
- Used **TriMetric + BHD** to diagnose system gaps and purpose misalignment.
- Re-engineered practice operations to run with less owner dependency, and with an aim toward philanthropy.
- Installed financial controls + staffing model that allowed the practice to function with reduced owner hours.

### **Outcome (After):**

- Shifted from working in the office 5+ days/week to just 2 days/week.
- Maintained similar personal income (>\$600K incl. salary, benefits, side work).

- Reclaimed time margin, launched a nonprofit passion project, aligned with purpose.

#### RESULTS OF RESTRUCTURING FOR TIME AND CASH FLOW



#### Impact:

From “ready to walk away” to **re-engaged and fulfilled**. Dustin still earns well while enjoying the freedom to invest in what matters most.

## Case Study 3: Succession Planning – Strengthening Team Dynamics

*Turning a looming leadership gap into a confident transition that preserved value and culture.*

#### Client Profile:

A professional services firm preparing for a leadership transition.

#### Challenge (Before):

- A senior leader is approaching succession with no clear handoff plan.
- The team lacked clarity around roles, ownership of key responsibilities, and alignment.
- Risk of value loss if the transition wasn't structured.

#### **Our Approach:**

- Applied the Trimetric and BHD succession module to assess leadership readiness and team structure.
- Facilitated alignment sessions to identify gaps in controls, delegation, and next-gen leadership.
- Enhanced leadership and Executive Performance through targeted workflows and team alignment systems.

#### **Outcome (After):**

- Clear roadmap for succession that increased the perceived transferability of the business.
- Reduced key-person dependency.
- Team cohesion and morale strengthened around the shared vision of the future.

#### **Impact:**

Turned a looming risk into a growth story — positioned the firm for continuity, higher valuation, and investor confidence.

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## **Case Study 4: Organizational Consulting – Strategic Systems for a Scaling Church**

*From founder-reliance to scalable systems with relational depth and operational clarity.*

**Client Profile:**

Mid-sized, mission-driven church with a strong discipleship culture, growing programs, and diverse revenue streams.

**Challenge (Before):**

- Revenue and programs were stable, but heavily reliant on the executive's leadership and instincts.
- Systems maturity varied widely across departments — some well-documented, others informal or ad hoc.
- No centralized KPI visibility or formal contingency planning.
- A balloon loan on a property threatened near-term financial stability and required urgent attention.

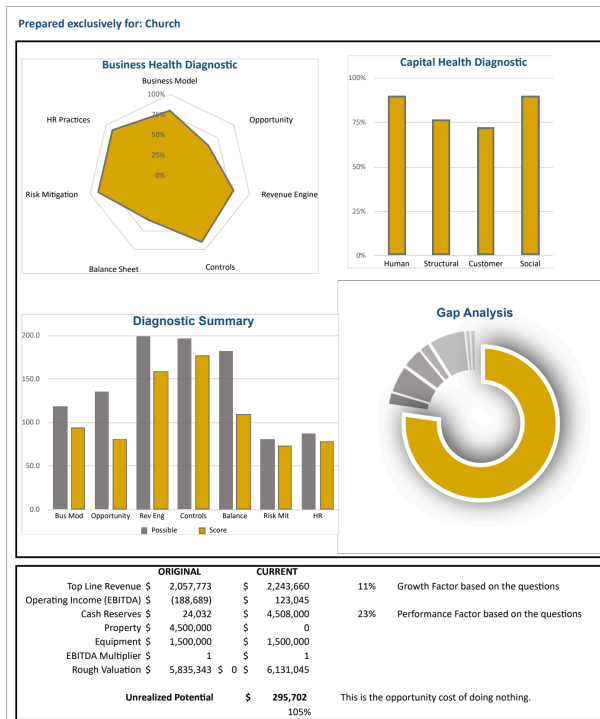
**Our Approach:**

- Conducted a full **Business Health Diagnostic (BHD)** across 7 domains of business health.
- Identified cultural and operational strengths (e.g., HR, donor engagement), alongside risks (e.g., cash flow gaps, founder dependency, inconsistent execution).
- Delivered a strategic roadmap including:
  - Clear leadership delegation and contingency plans
  - KPI tracking and performance visibility tools
  - Prioritized financial actions to protect long-term sustainability

**Outcome (After):**

- Leadership gained actionable clarity around how to scale the mission while protecting the culture.
- The senior leader used the financial insights from the BHD to guide the successful sale of a property — resolving the balloon payment that had posed a serious financial threat.

- Operational systems were strengthened, and staff gained clarity on performance and priorities.
- Shortly after, the leader successfully exited the organization, leaving it in a stronger, more sustainable position than when he started.



### Impact:

This engagement demonstrated how a \$2,500 diagnostic can deliver clarity, uncover financial leverage, and create momentum — enabling leaders to execute bold moves and transition well, all while safeguarding mission and culture.

## Case Study 5: Tax Strategy Example – Advanced Planning in Action

*Transforming an \$82K tax problem into \$165K in first-year savings with a proactive strategy.*

### Starting Point:



- **Gross Income:** \$2.8M
- **Net Income (before planning):** \$530K
- **Structure:** LLC taxed as Schedule C
- **Problem:** The Entire \$530K exposed to self-employment tax and income tax, with no strategic deductions. Estimated tax liability: ~\$82K.

#### **Strategies Implemented:**

##### **1. S-Corp Election & Payroll**

- *Before:* Entire \$530K taxed as self-employment income.
- *After:* Only \$150K treated as wages, balance paid as distributions.
- *Annual Savings:* \$58,140

##### **2. Augusta Rule**

- 14 days of home rental to the business at \$2,500/day.
- *Annual Savings:* \$35,000

##### **3. Accountable Plan**

- Reimbursed legitimate business expenses (cell phones, internet, office space, mileage, supplies, etc.).
- *Annual Savings:* \$12,000

##### **4. Vehicle Depreciation**

- \$60,000 work vehicle fully depreciated in year one.
- *One-Time Savings:* \$60,000

#### **Total First-Year Impact:**

- S-Corp Election & Payroll: \$58,140

- Augusta Rule: \$35,000
  - Accountable Plan: \$12,000
  - Vehicle Depreciation: \$60,000
- = \$165,140 in Year-One Savings**
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## **Case Study 6: GA Credit Builders – Launching a New Department and Profit Center**

*Expanding beyond the core business with a coaching division built to scale from day one.*

### **Client Profile:**

Financial services company specializing in business credit building, preparing to expand into education and coaching.

### **Challenge (Before):**

- Core business was focused on credit services, but leadership wanted to diversify with a coaching division.
- No framework, systems, or team clarity around how to design, launch, and deliver effective client coaching.
- Risk of wasted investment if the new initiative wasn't structured effectively.

### **Our Approach:**

- Facilitated a TriMetrice and BHD-informed diagnostic to clarify business model fit and leadership alignment.
- Designed a coaching program structure, curriculum framework, and delivery process.
- Helped launch the department with systems for enrollment, tracking, and client results.

### **Outcome (After):**

- The coaching division launched successfully, expanding the company's value proposition.
- A new revenue stream has been created without distracting from core credit services.
- Clear path for scaling coaching operations alongside existing business.

**Impact:**

Showed how applying BFA's strategic frameworks can extend beyond tax and finance — helping founders launch new divisions with clarity, alignment, and speed.

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## **Case Study 7: FunnelFlow Agency – Operational Integration for Growth**

*Turning founder bottlenecks into systems that unlocked growth and profitability.*

**Client Profile:**

Marketing and tech implementation firm is scaling rapidly but is bottlenecked by founder dependency.

**Challenge (Before):**

- Systems and execution were fragmented across tools and people.
- The founder was spread thin, wearing multiple hats.
- Growth was capped by operational bottlenecks and a lack of a clear integrator role.

**Our Approach:**

- Applied the **Business Health Diagnostic** lens to identify gaps in operational infrastructure.
- Stepped in as an interim Integrator to unify systems, priorities, and lead team accountability.

- Worked with the existing management team to install processes for client delivery, project tracking, and financial reporting.
- Laid the foundation for sales and business development by building pipelines, aligning messaging, and creating repeatable growth workflows.

**Outcome (After):**

- Streamlined operations freed the founder to focus on high-value growth activities.
- Clearer visibility into capacity and profitability.
- Improved ability to scale client delivery without overwhelming the team.
- Sales and business development capacity expanded through a structured pipeline and repeatable growth systems.

**Impact:**

Demonstrated how the right operational structure and integrator support can unlock growth — transforming a founder-led bottleneck into a scalable business engine.