

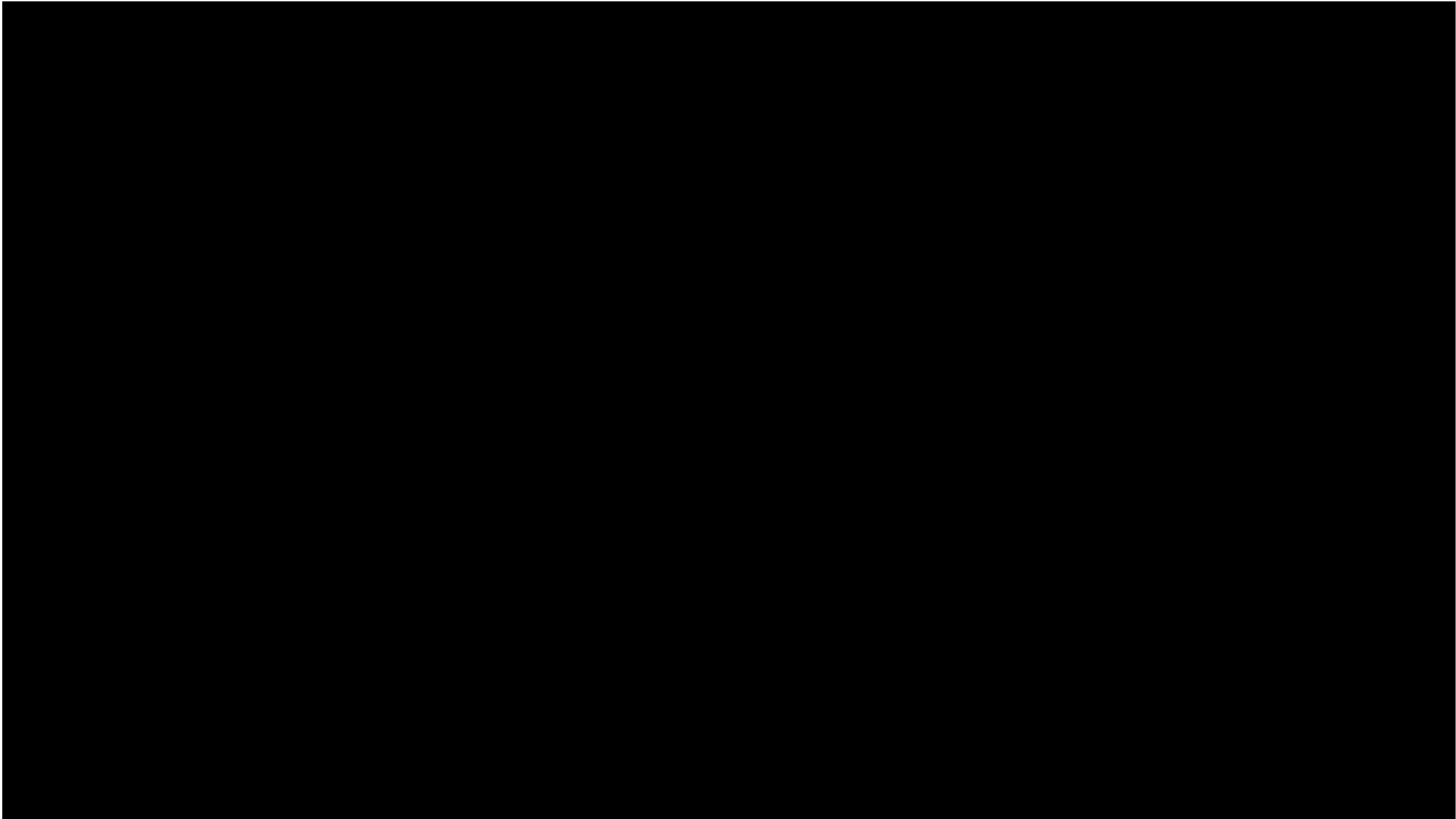


OCTOBER 17, 2023

What's working now. Post-COVID positioning and growth.

How to improve your market position, or get out of crisis and take advantage of these defining solutions.





OCTOBER 17, 2023



Agenda

1. Introduction
2. Assessing your
3. Small Business Loan Options
4. Restructuring Business to Add a Partner
5. Raising Funds through Share Sales
6. Engaging Investors Exclusively
7. Conclusion
8. Questions & Answer



Embrace Transformation for Growth

In today's dynamic business landscape, growth demands change. Whether you're seeking to redefine your company, set ambitious goals, leverage existing resources, or navigate through crises, this presentation will equip you with strategies, tactics, and the power of KPIs. It's time to reinvent, evolve, and thrive.

Business Assessments

- **Process Management Assessment**

Definition: Evaluating the efficiency, effectiveness, and adaptability of a business's processes.

- **Financial Analysis**

Definition: Examination of a business's financial statements to understand its financial health and stability.

- **Customer Satisfaction Analysis**

Definition: Understanding how satisfied customers are with products, services, and overall experiences.

- **Marketing Analysis**

Definition: Evaluating the effectiveness of marketing strategies and campaigns.

- **Employee Performance Analysis**

Definition: Evaluating employee performance in relation to job requirements and organizational objectives.

Crisis Management and Pivoting

- Process Management Assessment

When processes become inefficient or outdated, they can lead to reduced productivity, increased costs, and customer dissatisfaction.

- Financial Analysis

Financial crises can manifest in various forms, from dwindling cash reserves to increasing debts or decreasing revenues.

- Customer Satisfaction Analysis

Declining customer satisfaction can damage brand reputation, decrease loyalty, and lead to reduced revenue.

- Marketing Analysis

Ineffective marketing can lead to wasted resources and a lack of new customer acquisition.

- Employee Performance Analysis

Declining employee performance can hinder business operations and impact customer satisfaction.



Process Management Assessment:

Components:

- Process flow analysis (mapping out each step of key processes).
- Bottleneck identification (finding areas causing delays or inefficiencies).
- Process optimization (finding ways to streamline and improve).
- Technology utilization (how tech is used in processes & potential for improvement).
- Lucidchart: Useful for creating detailed process flow diagrams and mapping out workflows.
- Microsoft Visio: A tool for designing complex processes and interconnected systems.
- Trello: A visual board to manage tasks, track bottlenecks, and streamline processes.
- Asana: Another task management tool great for process organization and management.

A background image showing a group of people clapping their hands, overlaid with a semi-transparent teal and orange design. The teal background covers most of the slide, with orange accents at the top left and bottom right.

Financial Analysis:

Components:

- Profit & Loss analysis (revenues, costs, and profits).
- Balance sheet analysis (assets, liabilities, equity).
- Cash flow analysis (inflows, outflows, operating activities).
- Financial ratios (liquidity, solvency, profitability, etc.).
- Trend analysis (examining financial data over periods).



Customer Satisfaction Analysis:

Components:

- Surveys & feedback forms.
- Net Promoter Score (NPS) (measuring customer loyalty).
- Customer complaints and issues tracking.
- Customer reviews and testimonials.



Marketing Analysis:

Components:

- Market share analysis.
- Brand awareness and perception studies.
- SWOT analysis (Strengths, Weaknesses, Opportunities, Threats).
- Marketing channel effectiveness (digital, print, TV, etc.).
- Return on Marketing Investment (ROMI).

Marketing Analysis:

- **Google Analytics:** Provides in-depth insights into website traffic, user behavior, and marketing effectiveness.
- **SEMrush:** A tool for SEO, PPC, and keyword research, providing detailed marketing analytics.
- **HubSpot:** Offers a suite of tools covering CRM, marketing automation, analytics, and more.
- **Ahrefs:** Used for SEO audit, backlink research, and content analysis.



Employee Performance Analysis:

Definition: Evaluating employee performance in relation to job requirements and organizational objectives.

Components:

- Performance reviews and appraisals.
- 360-degree feedback (peers, subordinates, superiors).
- Skill gap analysis.
- Employee productivity metrics.
- Employee engagement surveys.
-

Six Overall Strategies/Tactics for Crisis Management:

1. **Transparent Communication:** Always communicate transparently with stakeholders (employees, customers, investors) about the state of affairs and your plans to manage the crisis.
2. **Scenario Planning:** Regularly engage in "what if" scenarios to be better prepared for unforeseen challenges.
3. **Leverage Technology:** Embrace technological tools that can help streamline operations, automate tasks, and provide insights.
4. **External Expertise:** Sometimes it's beneficial to bring in outside experts or consultants who can provide fresh insights and strategies.
5. **Agility:** Adopt an agile mindset. Be prepared to pivot strategies quickly based on real-time data and changing circumstances.
6. **Stakeholder Engagement:** Regularly engage with all stakeholders. Their feedback can provide valuable insights for navigating the crisis.



Business Assessment Questionnaire: Market Position



- 1. Who are your primary competitors in the market?
- 2. What percentage of the market share do you currently hold?
- 3. How do you differentiate yourself from your competitors?
- 4. Describe your primary target audience (age, gender, location, preferences, etc.)
- 5. How do customers currently perceive your brand compared to your competitors?
- 6. How often do you release new products or services to the market?
- 7. What marketing channels are you currently utilizing, and how effective have they been?
- 8. Have there been any significant market shifts or trends in the past year?
- 9. How would you describe your current pricing strategy in relation to your competitors?
- 10. Are there any barriers to entry or expansion in your market?

High Contact Social Media Template Calendar for Business People

Complete the opt-in form on the microsite to receive a helpful resource that can enhance your social media strategy via email.





**Scan to
download
presentation**



10 Proven, Scalable Ways to Improve Market Position Over a 12-Month Period Using Guerrilla-Style Business Tactics:

- **Leverage User-Generated Content:** Encourage your customers to share their experiences with your products/services on social media. Offer incentives or contests to boost participation.
- **Host Pop-Up Events:** Engage with your local community or target demographic directly by hosting pop-up shops or events.
- **Collaborate with Influencers:** Partner with micro-influencers who align with your brand to tap into new audiences.
- **Engage in Content Marketing:** Regularly publish high-quality, relevant content that positions your brand as an industry leader.
- **Leverage Affiliate Marketing:** Encourage loyal customers to promote your product in exchange for a commission on sales they bring in.
- **Implement a Referral Program:** Offer incentives to current customers to refer new ones.
- **Offer Limited-Time Promotions:** Flash sales or special discounts can generate buzz and drive sales.
- **Use Guerilla PR Tactics:** Create unique, newsworthy stories or events that attract media attention.
- **Engage in Community Building:** Foster a tight-knit community around your brand through forums, social media groups, or events.
- **Optimize Custom**

SWOT Analysis



Strengths:

- What advantages does your company have over competitors?
- In what areas does your company excel?
- What internal resources do you possess (e.g., strong team, technology, know-how)?

Opportunities:

- What trends or changes could you capitalize on?
- Are there emerging needs for your target market?
- Can you exploit competitors' weaknesses?

Weaknesses:

- What areas could be improved within your company?
- What factors cause you to lose sales?
- Are there resources you lack?

Threats:

- What obstacles does your business face?
- Are there competitors who could threaten your market position?
- Are there shifts in customer behavior, the economy, or industry that could have adverse effects?

KPIs and Metrics for Quantifying Shift in Market Position:

- **Market Share:** The percentage of total market sales your company has.
- **Brand Awareness:** Measure through surveys or tools like Google Trends.
- **Customer Satisfaction:** Use tools like Net Promoter Score (NPS).
- **Sales Growth:** Compare monthly or yearly sales figures.
- **Customer Retention Rate:** Percentage of customers who continue to buy.
- **Website Traffic:** Monitor website visitors and their behavior.
- **Social Media Engagement:** Track likes, shares, comments, and followers.
- **Cost of Customer Acquisition:** Measure how much it costs to acquire a new customer.
- **Lifetime Value of a Customer (LTV):** Estimate how much revenue a customer will generate over their lifetime.
- **Conversion Rate:** Percentage of leads that turn into sales/customers.

The top metrics to track include: Revenue growth rate.

- Gross profit margin as a percentage of sales.
- Net profit and net profit margin.
- Cash flow.
- Accounts payable turnover.
- Cost of goods sold (COGS).
- Customer acquisition cost (CAC).



LCR Resources Inc.



PEO

Professional Employer Organization

- Human Resource
- Risk and Safety
- Time and Attendance
- Benefits

WHAT IS YOUR “CURRENT” COST FOR EMPLOYEE ADMINISTRATION?

Payroll Processing Duties – 2.0%

- Time Card and Wage Verification
- Compute Time and Wages
- Resolve Payroll Deductions
- Calculate Garnishment Deductions
- Calculate Child Support Deductions
- Administer Benefit Deductions
- Track Vacation and Holiday Pay
- Maintain Required Payroll Records
- Check Printing and Signing
- Monitor Payroll Regulations
- Prepare Payroll Registers
- Prepare Quarterly Payroll Reports
- Annual W-2 Preparation
- Certified Payroll Reports
- All Year-End Payroll Reports
- Job Costing

Payroll Tax Administration – 2.0%

- Calculate All Payroll Taxes
- Make Federal 940 and 941 Tax Deposits
- Penalties and Interest For Late Tax Filings
- File State Unemployment Returns
- File Federal Unemployment Returns
- File 941 and 940 Annual Reconciliation
- Administrate and Calculate FUTA, SUTA, FICA and Submit Taxes
- Complete and File All Quarterly and Year-End Tax Reports
- Complete and Maintain Employee W-4's

Human Resource and Personnel Management - 3.0%

- Staffing Requirements (including recruiting, hiring, discipline, advertising, interviewing, screening, firing and performance evaluations)
- Employee Orientations and Training
- Resolve Unemployment Claims
- Establish and Maintain Employee Files

- Prepare, Update & Distribute Employee Handbooks
- Maintain Employee Personnel and Payroll Files
- Estimate Monthly Workers' Compensation Premiums
- Workers' Compensation Year End Audit
- Investigate Workplace Accidents
- Administrator Workers' Compensation Claims
- Develop and Maintain a Safety Plan
- Maintain OSHA 300 Log
- Implement and monitor Safety
- Program and Conduct Meetings

Benefits Administration – 1.5%

- Introduction and Orientation to all Employees
- Completion and Administration of Enrollment and Re-enrollment Procedure
- Claims Filing Follow-Up
- COBRA Administration
- Track Benefit Eligibility Dates
- Reconcile Insurance Billings-add/delete
- Shop for Insurance Coverage
- Provide HIPPA Certificates

Total Employer Cost for Employee Administration

8.5%*

As a Percent of Gross Payroll

The University of Texas-Arlington and the U.S. Chamber of Commerce has estimated the above costs at 8.4% of gross payroll.

ARE GOVERNMENTAL REGULATIONS THREATENING YOUR BUSINESS?

COMPLIANCE

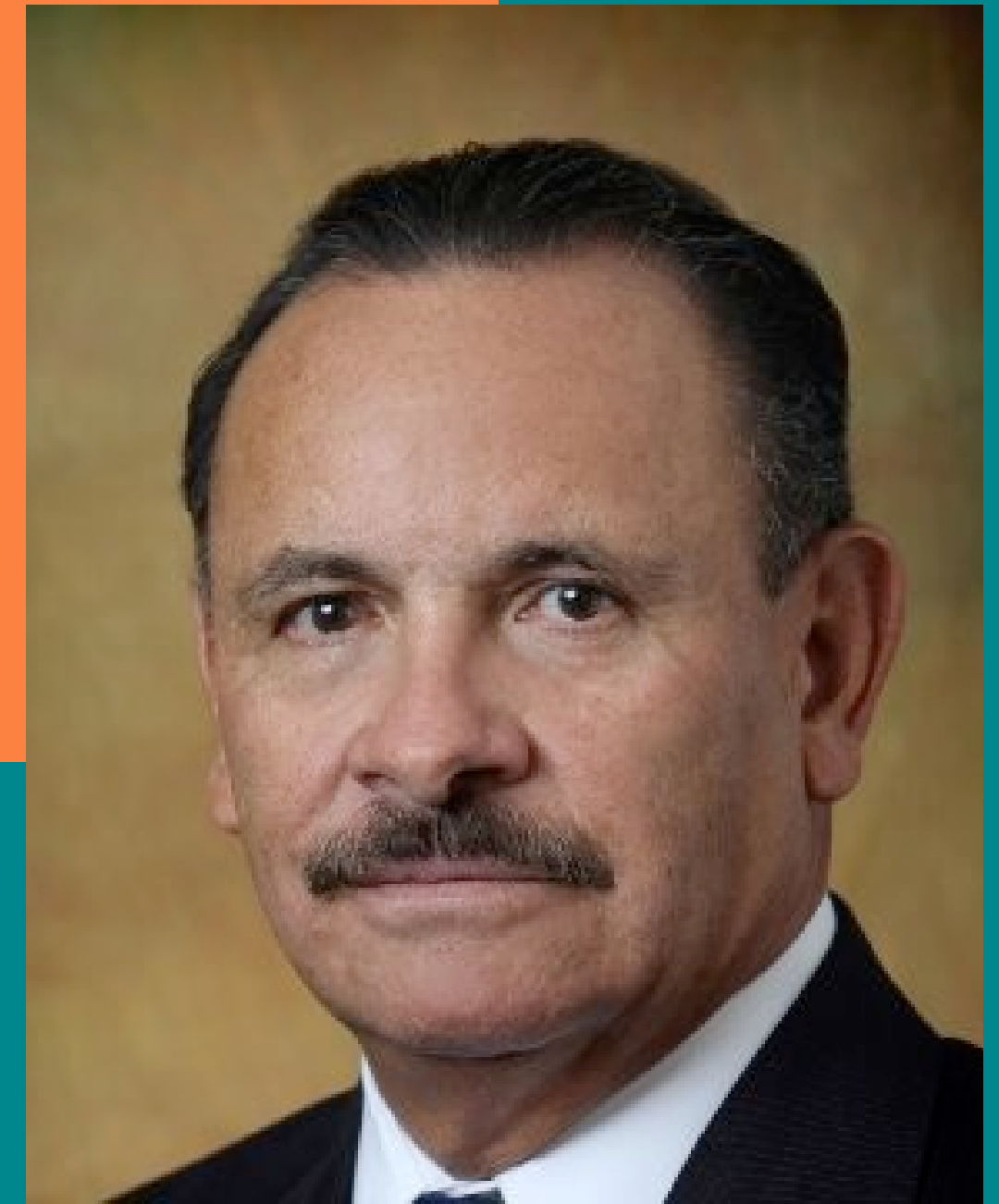


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George Saenz

George Saenz, a proud UTEP graduate and veteran, has been an independent insurance agent since 1977. He's held leadership positions as President of the Independent Agents of El Paso and the National Association of Insurance Advisers, earning Agent of the Year in both organizations. In 2019, George founded Westex Custom Loans while continuing to lead Cielo Vista Insurance Agency since 1977, providing invaluable insurance solutions to the El Paso community.



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Introduction

- Overview of Small Business Financial Landscape
- Significance of Funding and Restructuring

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Introduction

- Overview of Small Business Financial Landscape
- Significance of Funding and Restructuring

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OPM Strategy: Leveraging Other People's Money for Business Growth

By George Saenz

Loan and business consulting.

Westex Custom Loans and Business Consulting President.

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Startup Loans

Starting a business often requires financial support, but securing startup loans can be challenging. Here are four options to consider:





NO!

Nobody likes to hear the word “no” when it comes to getting what they want, especially business owners. Don't send your clients away because they can't qualify for business financing. Help guide them to the financial solution they need and can help them qualify for a bank loan.



How We Can Help

- Help Entrepreneurs **Build Credit for their EIN** that's Not Linked to their SSN
- Setup and Activation of Credit Profiles with **D&B, Experian, and Equifax** Commercial
- **Coach and Guide Customers** with our Team of Expert Business Credit Advisors

Help Business Owners Obtain Initial Business Credit with Trade Vendors

Help Customers Secure **Fleet Credit** and **Visa & MasterCard Credit** with no Personal Guarantee

Other Benefits

- Provide Access to Full Credit Monitoring through **D&B, Business Experian and Business Equifax** (Powered by Nav)
- Guide Customers to **Non-Traditional Financing Options** with Investors and Alternative Sources
- Provide Access to Our Cutting-Edge Business Credit Building Platform with **Concierge Coaching**



Many business owners don't qualify for conventional financing. We help entrepreneurs build their corporate credit to access the money they need while improving their approvability for conventional financing.

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Personal Loan:

- Eligibility: You can use a cosigner, suitable for individuals with less-than-ideal credit.
- Consultancy: Seek loan consultation to identify the best option for you and your business.
- Loan Details: The minimum loan amount is \$50,000, with a minimum personal income of \$50,000, a credit score 680, a 40% debt-to-income ratio, and a 10% interest rate for seven years.

Credit Card:

- Eligibility: Requires a credit score of 700 or higher.
- Benefits: Offers zero interest for one year, and cosigners may be accepted.
- Tip: Keep credit card utilization under 30%.



Utilize Funds from Another Business:

- Example: Tap into working capital or lines of credit from another existing business.
- Explore Other Loan Options.

Business Credit Building:

- Key Point: Establish business credit to separate it from your credit.
- Elements: Consider business credit cards, obtain a DUNS number, and set up a corporation.
- Include an Infographic.



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Grow Your Business Loans

In the quest to grow your business, accessing capital can be challenging. Here are several funding options to fuel your business's growth:





GET CREDIT FOR YOUR EIN THAT'S NOT LINKED TO YOUR SSN

Get business credit for your EIN that's not linked to your personal SSN with no personal guarantee.

Establishing business credit provides you a lot of benefits, including:

- Build business credit **regardless of your personal credit quality**, because there's no personal credit check required for approval
- Get business credit **even when you can't qualify for business loans**, because there's no cash flow or collateral requirements
- **Quickly secure business credit** by getting trade credit, high-limit store credit cards, fleet and cash credit and auto vehicle financing
- Get business credit with no personal liability, because there's **no personal guarantee** required for approval
- **Separate your personal and business credit** and get your commercial accounts reporting on your business credit reports with Dun & Bradstreet, Equifax, and Experian Commercial
- Get business credit **even as a startup**, and gain a competitive advantage while increasing the value of your company

Per SBA, credit limits on business credit accounts are **10-100 times higher** than consumer credit, and much faster to obtain



Contact us today to learn more about getting business credit for your EIN that's not linked to your personal credit!



Personal Loan:

- Consider a personal loan, which allows for flexibility and can involve a cosigner.
- Ideal for those with less-than-perfect credit.
- Consult with experts to find the best loan for your business.
- Loan details: Minimum loan amount of \$50,000, a personal income of at least \$50,000, a credit score of 680, a 40% debt-to-income ratio, and a 10% interest rate over seven years.

Credit Card:

- With a credit score of 700 or higher, credit cards become an option.
- Aim to keep credit card utilization below 30%.
- Some credit cards offer zero interest for the first year, and cosigners may be accepted.

Utilize Funds from Another Business:

- Explore funding options within an existing business, such as working capital or lines of credit.
- Investigate additional loan opportunities.

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Business Credit Building:

- To protect your credit, consider building a separate business credit profile.
- Explore business credit cards, obtain a DUNS number, and establish a corporation.

Working Capital:

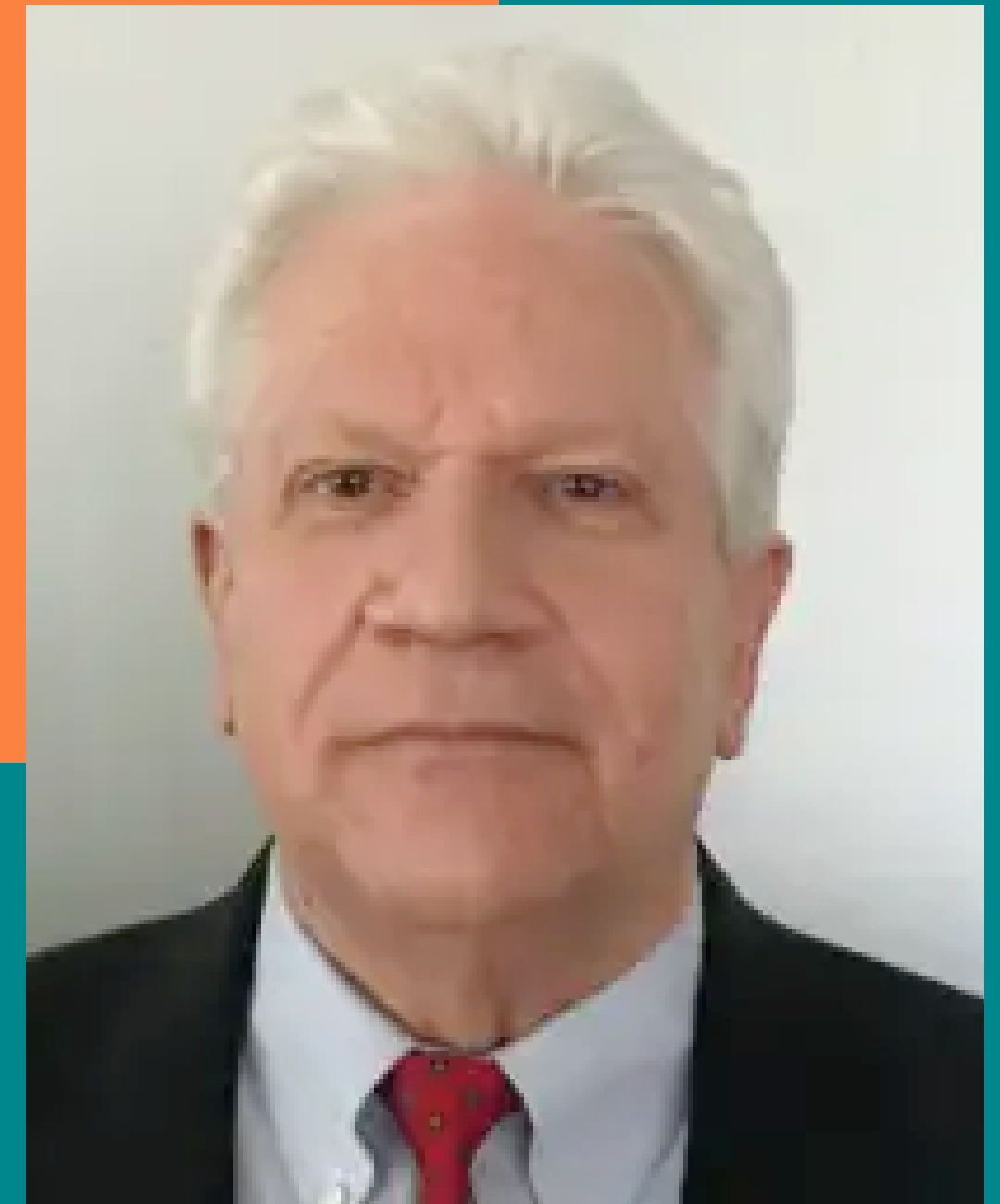
- Working capital loans can be secured within 48 hours in case of emergencies or immediate financial needs.

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Frank Bashore

Frank M. Bashore is a driving force in business support and growth. As the Co-Founder and President of CAFI | Business Finance, he brings extensive financial expertise to small businesses in Texas, Arizona, and New Mexico. With a background in finance and an 18-year career in banking, he's well-equipped to guide businesses to success. His advisory role with the U.S. Small Business Administration and his commitment to community organizations like the Boy Scouts of America and United Way emphasize his dedication to fostering a thriving business environment while contributing to community well-being.

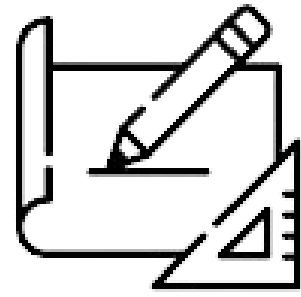


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“A bank is a place that will lend you money if you can prove that you don’t need it.”

– Bob Hope



CAFI
Business Finance



Trusted by all contractors of all backgrounds!

CAFI has a 28-year history of providing capital to Minority, SBA 8(a), Veterans, Service-Disabled Veterans, Women, Native American, Disadvantaged Business Enterprises (DBE) owned companies, and all other small businesses competing for federal, state, and local government contracts in Texas, Arizona, and New Mexico.



CAFI is an Asset-Based Lender that lends money to small-to-medium size Commercial Construction and Service Companies throughout Texas, Arizona, and New Mexico.

Social Service Providers Electricians

Engineering Firms

Paving Companies

Ground Maintenance Janitorial Services

Painting Contractors

Steel Erection & Fabricators

Roofing Companies

Concrete Companies

Commercial Plumbing Companies Epoxy Flooring Companies

Food Services

Demolition Companies Landscaping Companies

Home Builders on Federal Projects



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Documents Needed for Application Process



Texas Drivers License



Assumed Name
Certificate, Articles of
Incorporation, or LLC
Documentation

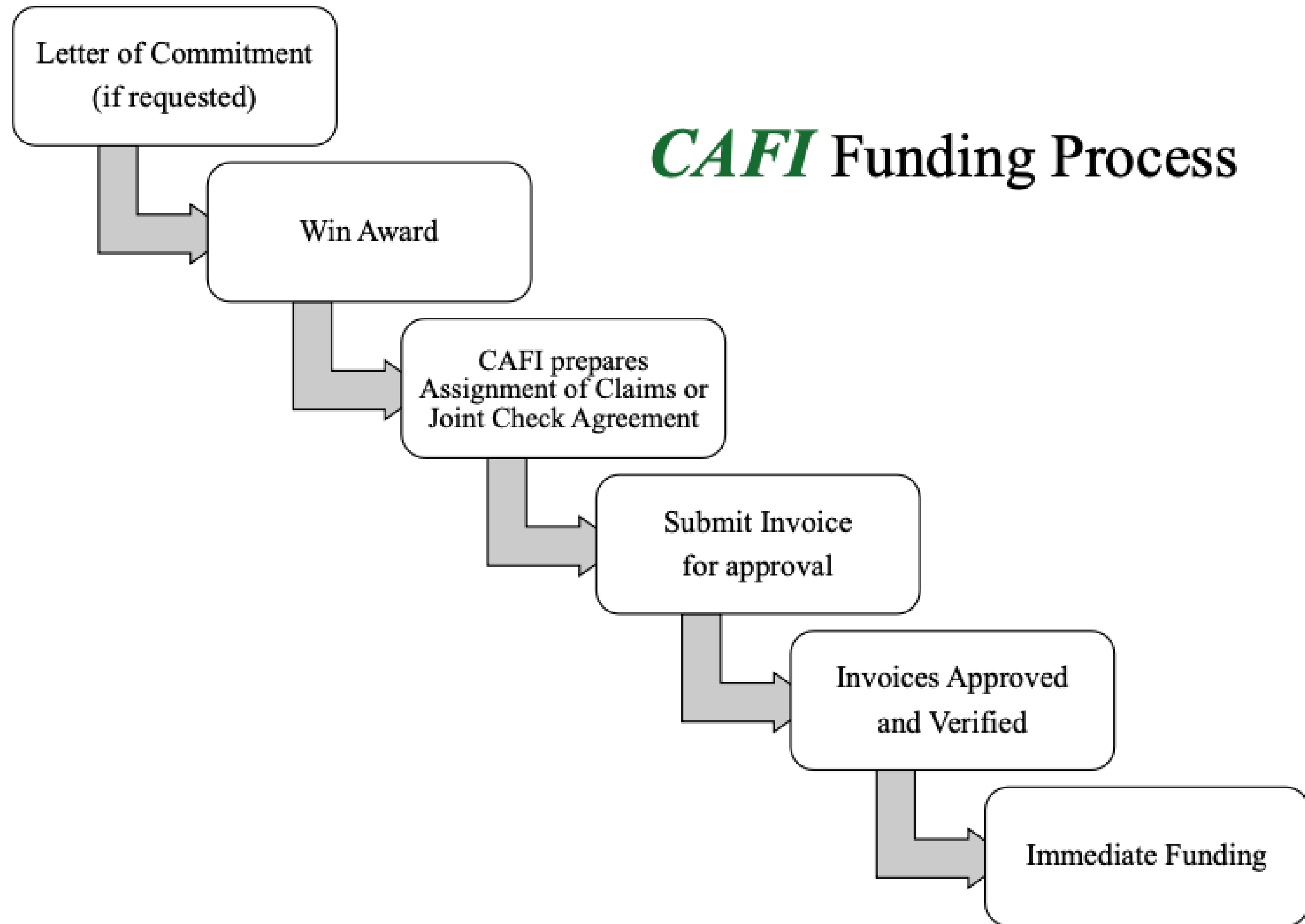


Approval in 1 to 2
Days



Financial Statement
and IRS Tax Return are
not required!

CAFI Funding Process



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CAFI funded a Phoenix Epoxy Flooring Company that lost its Bank Line of Credit because FDIC closed its Bank. This specialty company funded and successfully completed its \$6 million AT&T Dallas Cowboy project. CAFI continued to fund their projects for another six years.



CAFI funded four Subcontractors on the Fort Bliss BRAC Project, which lasted for over six years, to construct over 3,500 new homes for our troops and their families while they trained for the IRAQ War.

CAFI funded the following trades: Framing, Drywall, Underground Plumbing, and Janitorial Companies on this Fort Bliss project. Balfour Beatty Communities, LLC built over 3,500 new homes for our Troops.

Helping Businesses achieve their Financial Goals

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WIIFM

What's In It for Me as a Business Owner?



BUSINESS › RETAIL

Amazon is changing the labor market in U.S. cities near its fulfillment centers

The online giant is providing a potential lifeline to workers being let go from more traditional retail jobs.

Navigating the Changing Business Landscape

Explore strategies for small companies in the face of evolving customer preferences, competition with big players, and the imperative of adapting to employee expectations. Learn how tax credits and employee benefits can be leveraged for growth and resilience in a transforming marketplace.

- **Tax Credits:** Utilize tax credits for growth and employee engagement.
- **Customer Needs:** Address customer preferences, including price, quality/service, and ease of use/convenience.
- **Competition with Big Companies:** Assess the competitive landscape, mainly when big companies like Amazon relocate to the area.
- **Impact on Small Companies:** Understand how big companies affect small businesses, particularly in terms of wages and benefits.
- **Adapting to Employee Expectations:** Recognize that employee expectations have evolved, and consider changes in your approach.
- **Employee Benefits:** Prioritize employee benefits as a means to engage your workforce and support business growth.

If you are a small employer, there is a tax credit that can put money in your pocket.

If you are a small employer, there is a tax credit that can put money in your pocket.

The small business health care tax credit benefits employers that:

- Have fewer than 25 full-time equivalent employees
- Pay average wages of less than \$50,000 a year per full-time equivalent (indexed annually for inflation beginning in 2014)
 - For tax year 2014, the inflation-adjusted amount is \$51,000
 - For tax year 2015, the inflation-adjusted amount is \$52,000
 - For tax year 2016, the inflation-adjusted amount is \$52,000
 - For tax year 2017, the inflation-adjusted amount is \$53,000
- Offer a qualified health plan to its employees through a Small Business Health Options Program Marketplace (or qualify for a limited exception to this requirement)
- Pay at least 50 percent of the cost of employee-only – not family or dependent – health care coverage for each employee

How will the credit make a difference for you?

The maximum credit is:

- 50 percent of premiums paid for small business employers and
- 35 percent of premiums paid for small tax-exempt employers
- The credit is available to eligible employers for two consecutive taxable year

Best Fit- limited scenarios, access to doctors, less complex, more expensive, not recommended for most businesses

About the Small Business Health Options Program

If an employer chooses to search for a small group plan on their own, they can use [Healthcare.gov](https://www.healthcare.gov)'s Small Business Options Program (SHOP) Marketplace, locate a private exchange, or search directly with the various carriers.

1. QSEHRA (Qualified Small Employer HRA)
2. ICHRA (Ind
3. Informal employee benefit stipend

Qualified small employer health reimbursement arrangement (QSEHRA). Under a QSEHRA, an eligible employer can reimburse eligible employees for medical expenses, including premiums for Marketplace health insurance.

Part III—Repayment of Excess Advance Payment of the Premium Tax Credit

Table 5. Repayment Limitation

IF the amount on Form 8962, line 5, is . . .	THEN enter on line 28 . . .	
	for a filing status of Single—	for any other filing status—
Less than 200	\$325	\$650
At least 200 but less than 300 . . .	\$825	\$1,650
At least 300 but less than 400 . . .	\$1,400	\$2,800
400 or more	leave line 28 blank	

Understanding the Extension of ACA Enhanced Premium Tax Credit (PTC)

On August 16, 2022, the Inflation Reduction Act was signed into law by President Biden. Included in this legislation is a section aimed at improving affordability and reducing premium costs of health insurance for consumers.

Household Income Relative to FPL	Original 2023 Initial %	Original 2023 Final %	IRA 2022 Initial %	IRA 2022 Final %
Less than 133%	1.92	1.92	n/a	n/a
At least 133% but less than 150%	2.88	3.84	n/a	n/a
Less than 150%	n/a	n/a	0.0	0.0
At least 150% but less than 200%	3.84	6.05	0.0	2.0
At least 200% but less than 250%	6.05	7.73	2.0	4.0
At least 250% but less than 300%	7.73	9.12	4.0	6.0
At least 300% but less than 400%	9.12	9.12	6.0	8.5
At least 400% and higher	n/a	n/a	8.5	8.5

Health **Care**.gov

**SCHEDULE YOUR
APPOINTMENT
NOW!**

