

client story **APPEELING FRUIT**



snapshot

Results after 48 months:

Growth in Revenue: 71%

Growth in Gross Profit: 189%

ROI with Compass Point: 32

Outcome:

- Received an unsolicited offer from a third party: **SOLD!**



FOR MORE RESULTS CLICK HERE:

www.compasspt.com/client-stories

Business Challenge:

From a small startup to a multi-million dollar business, this owner began looking to the future. While the company was growing, it was not growing in a sustainable way. He was wearing too many hats. A long-time controller was retiring. The remaining team was young, operating in siloed departments and missing key positions. There was no successor, no strategic plan, no marketing plan and no dedicated sales force. The absence of metrics and insights made it difficult to guide the financial future of the business and plan for the owner's eventual transition. He realized he needed a better operating system.

Owner Challenge:

- The owner IS the business. It will be difficult to transition out if he doesn't build out a strong leadership team
- Owner needs to delegate some key responsibilities to other team members
- Owner uncertain of how much money he needs from the sale of the business to give his family the financial security he desired

What Owner Wanted:

- Transition the business within five years and keep the brand alive
- Improved communication and accountability with his leadership team
- A clear plan for growth

Results of our Six Pillars of your Family Business™ Framework:

- Developed rolling 3-year strategic plan with the leadership team; built in accountability and monthly meeting rhythm to monitor progress, learn, and adjusted as needed
- Hired key positions (purchasing, maintenance, sanitation, sales) that increased the business value
- Grew top and bottom line substantially
- Made deep inroads into a new market segment that made the company very attractive
- Invested in professional development for the leadership team
- Removed owner as the hub (hub & spoke model) moving responsibilities and accountability to his leadership team
- Helped owner start to pull money out of the business in a tax-efficient way and invest in other investments, reducing his risk and the amount of money he would need at transition
- Developed an Emergency Management Plan that gave directions to his spouse and the leadership team as to what to do if he was unable to work for any reason (disability, death, etc..)
- Transitioned some stock to a family member who was a key employee and was being developed as the successor, prior to the 3rd party sale
- Helped spouse manage her pension transition at her retirement and provided full visibility of the family's financial picture

Build a business that can run without you.

Let's discuss how Compass Point can help you do just that.

[Click to setup a call](#) or [scan this QR Code to learn more.](#)



SIX PILLARS OF YOUR FAMILY BUSINESS



BUSINESS STRATEGY

- Planning for Agile Growth
- Core Values
- Rhythm & Benchmarking
- Value Acceleration



GROWING LEADERS

- Who Then What
- Key Executive Development
- Team Alignment
- Company Culture



TRANSITION

- Next Generation
- 8 Options of Transition
- Legacy Planning



FAMILY DYNAMICS

- Prepare for the 5Ds
- 3 Circles Business System
- Family Handbook



FINANCIAL GAP

- Financial Modeling for Owner
- Harvesting Income Now
- Lifestyle Expectations
- Manage Risk



NEXT CHAPTER

- Define Your Vision
- Transition to vs Leaving from
- What's Your Runway

Successful Businesses. Aligned Ownership. Stronger Families.

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