

Memorandum

To: Clients, Associates & Friends of Pro@ctive CPA
Form: Mark L. Wyssbrod, Managing Member
Date: August 13, 2013
Re: Do you speak banker?

In this memorandum, you will receive information about:

- Do you understand the language your bank uses?

Please contact me should you have any questions.

Do you understand the language your bank uses?

During the course of the year I meet with our business clients to review their financial reports and translate the Balance Sheet and Income Statement reports from “accounting” to English. These are helpful meetings because they bring the financial statements alive!

But what are your financial statements saying to your bank? What items are important to your bank? What are they looking for? How can you reduce your interest rate or at least renew your line of credit?

In a time of headlines such as great liquidity and low interest rates, small businesses have rarely seen this side of the reality. How can small businesses take advantage of these times before interest rates increase?

What if you could have a team member who would be your advocate during the loan process? A team member who understood the bank’s lingo?

One solution could be McDermott Financial Solutions. I have known Bill McDermott for several years and he speaks “bank”. He is the owner of a firm which advocates for the borrower. With his banking background, he understands the various products available, understands how to negotiate with banks and he understands what you need to do as a business owner to receive a loan from a financial institution.

Bill has offered a free initial consultation to meet with the Pro@ctive CPA clients who would like to be introduced to a potential advocate for them who speaks “bank”.

Pro@ctive CPA

Interact With Your Accountant

Bill McDermott bmcdermott@mcdfs.com
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Conclusion

The small business economic environment continues to have its challenges. As owners, you need as much knowledge and as many team members on your side as possible! One addition to a modern small business owner's team could be an advocate for your business in financial institution matters.

As always, I hope this helps,

Mark W.

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