

ACCOUNTING
RESOURCE
GROUP INC

PerformanceTRAX



**Taking the Best Care
of Your Business**

ACCOUNTING
RESOURCE
GROUP INC

TAKING CARE OF BUSINESS

601 Carlson Parkway, Suite 1100 Minnetonka, MN 55305
Phone: 952-593-1356 Fax: 952-593-5849
www.accountingresourcegrp.com



PerformanceTRAX

Your business financial analysis — clear, simple, and straightforward — leading to increased performance and company value.

Most small business owners have a good operating knowledge of their business—they understand their customers, know how to sell, and how to deliver great products and service. However, owners don't always understand how to read or make optimal use of their financial reports.

PerformanceTRAX helps you:

- Focus on critical financial indicators.
- Assess your business' strengths and weaknesses.
- Make wiser, more informed decisions.
- Better understand the impact of actions on the value of the business.
- Achieve company goals.
- Stand out as a leader with key employees.
- Create more compelling funding requests.
- Gain clarity.

Taking the Best Care of Your Business

For additional information:
Phone: 952-593-1356
E-mail: linda_arg@qwest.net
www.accountingresourcegrp.com

With **PerformanceTRAX**, Accounting Resource Group will consult with you on your business in detail and guide you in working towards improving performance goals and company value.

PerformanceTRAX utilizes ratio analysis, industry comparisons, and trend analysis to assess the meaning behind the financial health of your business.

Performance Analysis & Consultation

- Translates complex financial information into an easy-to-understand format.
- Utilizes a scoring system based on trends and peer group comparisons.
- Provides recommendations for improved performance.

Valuable Industry Data

- Provides access to current private company industry trends, both positive and negative, to make sensitive decisions for healthy margin results.
- Provides a full set of performance ratios based on industry comparisons.

Support Analysis

- Calculates cash flow statements and forecasts.
- Performs what-if analysis and budget projections.
- Simplifies the process for assessing initial risk in audits or credit analysis.