



Entrepreneurial Financial Management

Value Proposition

Many “wealth managers” are content to sell insurance, annuities and mutual funds while staying far away from an entrepreneur’s most significant asset – the business itself. BLB&B Advisors doesn’t sell “products” and doesn’t ignore your business. BLB&B Advisors combines family wealth management with an entrepreneurial financial management offering focused on maximizing the success and value of the business itself.

Oftentimes business owners find themselves caught up dealing with the day-to-day and not being able to allocate the time needed to step back and prepare detailed customized plans for long-term issues. Strategic planning, financial modeling, and proactively positioning and managing their business for growth or transition can fall by the wayside. Often entrepreneurs find it difficult to incorporate their business planning into their overall personal financial goals and master plan.

At BLBB Advisors, a number of our investment management clients are successful entrepreneurs. For these clients, we couple family wealth management with an entrepreneurial advisory service offering focused on maximizing the success and value of the business itself and then linking this business strategy to the entrepreneur’s personal comprehensive financial plan. We look at how an entrepreneur’s operating business(es) are structured for tax efficiency, financing efficiency and capacity, and suggest real-world, implementable management control systems to help the entrepreneur manage the business and their risks. Our services include issue identification, high-level cost/benefit analysis, risk analysis, and goal setting. We work with the client’s existing trusted professionals who are independent subject matter experts (i.e. Attorneys, Bankers, CPA’s, Insurance Agents) and client staff to help them prepare detail plans and execute on those plans. We provide our entrepreneurial clients with business transition and exit planning advice – topics which business owners usually do not want to explore with their internal company staff to avoid unwanted consequences. In many respects, BLB&B Advisors’ entrepreneurial services are akin to Advisory Board level advice.

Resources

The core resource for entrepreneurial services is your BLB&B Financial Advisor. He or she is a trained professional, typically having decades of experience with clients including entrepreneurs and has helped them through key life transitions. Your financial advisor is supported by:

Doug Huntley with 35 years of experience supporting entrepreneurs, family businesses, and entrepreneurial business segments of larger enterprises including:

- Chief Operating Officer, BLB&B Holdings, LLC and Investment Advisor Representative of BLB&B Advisors, LLC
- President and Founder, Fountainhead Services®, LLC providing strategic CFO services to supplement and develop clients’ existing staff and specializing in financing; management control systems; strategic planning; and exit strategies for entrepreneurs (15 years)

www.BLBB.com
215.643.9100

Mailing address
P.O. Box 950, Spring House, PA 19477

Street address
516 North Bethlehem Pike, Ambler, PA 19002

Investment advisory services provided by BLBB Advisors, LLC. BLB&B Advisors, LLC is a Pennsylvania-based investment advisor registered with the Securities and Exchange Commission under the Investment Adviser Act of 1940. Registration as an investment advisor does not imply a certain level of skill or training. The verbal and written communications of an investment advisor provide you with information you need to determine whether to hire or retain the advisor. Past performance does not guarantee future results.

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Resources continued

- President, Pioneer Capital L.P., a Family Office managing equities, fixed income, portfolio managers, real estate, and venture capital investments (7 years)
- Chief Financial Officer, Pierce Leamy Corp, family business grew from \$73 mill to \$342 mill in sales with over 3,500 employees operating in 75 markets in North America and the United Kingdom; managed over 250 facilities of 17 million square feet, acquired and integrated 58 acquisitions while sustaining a 15% internal annual revenue growth rate and expanding EBITDA margins from 21.8% to 30.7%; took public on NYSE, set historic record at the time for lowest interest rate on B3/B- subordinated debt bonds, negotiated and managed \$200 mill syndicated loan facility, negotiated sale of company for an Enterprise Value of \$1.2 billion at 11.6 x LTM EBITDA. Responsibilities included managing Human Resources and Office of General Counsel (7 years) and Board of Director (6 years).
- Senior Financial/Executive Financial Advisor – Rockwell International - Rocketdyne Division – NASA’s International Space Station Electrical Power System (4 years)
- MBA Wharton (Finance + Strategic Planning); CPA (inactive) (15 years); BSBA (Accounting) Bucknell University *magna cum laude*

Additional BLBB staff including: 2 MBAs; 1 CPA; 1 JD; 1 retired Chief Actuary; 1 MS in System Engineering; 2 CFPs; and 3 CFAs. Our Operations Specialist (MBA, over 5 year financial services experience) supports the Entrepreneur Financial Management Group.

Scope, Delivery & Cost

This is priced for high level advice to help identify issues, suggest general solutions, formulate a master plan, and monitor that master plan by someone who has worked inside operating businesses for years and served as outside consultant to Entrepreneurs for years, driving meaningful financial and management control system improvements to operating companies typically experiencing rapid environmental change. It is not priced for, or feasible, for BLBB to perform the detail fact-specific project task which will require consultation and coordination with the client’s subject matter experts. It is applicable for relationships with a \$2.5 mill minimum in managed assets (includes 401(k) assets).

The cost for the basic service is included as part of Investment Management Fee which provides for an initial operating company consultation with actionable recommendations, family financial plan summarizing client assets, liabilities, and projected contributions/drawdowns of investment assets through the client’s anticipated lifetime; and basic scenario modeling for the plan. Thereafter up to 4 quarterly meetings a year at BLBB to review the personal financial plan, changes to the operating company performance, and follow-up of active projects and open items for the operating business(es). The initial operating company consultation entails an introductory meeting, review of key documents, and one or more follow-up meetings leading to a summary report with actionable recommendations. The typical basic service is targeted at a recurring 6 hours a year, with larger relationships receiving a greater amount of support.