



# Loftis Consulting & Financial Management

*Where Your Success Is Our Success*

## What We Do

We provide our clients with clear marketing and business strategy options to grow their clientele as well as accounting and finance solutions to ensure that this growth is profitable growth. Some of the benefits we offer include:

- **WE COME TO YOU** - We know how busy our small and mid-sized business clients are. Our clients never have to leave their establishments. We will conduct onsite monthly meetings at our clients' convenience.
- **CONSULTATION** - Consultation meetings to discuss marketing, strategy and financial position will occur twice per month. These meetings will greatly contribute to the success of reaching specific business goals.
- **INDUSTRY INTELLIGENCE** - Want to know how your business compares to other businesses in your industry? We provide in-depth, current industry information on a periodic basis to assist with goal setting.

### Marketing Services

- Comprehensive Marketing Plans
- Social Media Marketing
- Internet Image Repair
- Website Development

### Business Strategy/Operation Services

- Business Plan Development
- Business Valuations
- Executive Coaching
- Operational Efficiency Initiatives
- Retail Sales Strategies

### Accounting/Finance Services

- Accounting System Set-up
- Inventory Turnover Analysis
- Mergers and Acquisitions
- Profitability Analysis
- Budgeting and Forecasting
- Cash Flow Analysis and Improvement Plans

### Specialized Services for the Spa Industry

### Specialized Services for Rental Property Industry

- Property Management
- Property Maintenance

## Who We Are

We are a management consulting service business dedicated to helping the small to mid-size business owner succeed. With over 20 years of experience, we truly are your management resource.

As Principal of Loftis Consulting and Financial Management, Kimberly Loftis provides a broad range of financial management and business consulting services to a variety of clients as well as individuals.

Formerly, Ms. Loftis was Vice President of Corporate Development for HSBC, an international banking conglomerate. She has previously held managerial positions with AT&T, Pepsi and Exelon.

In addition to her consulting activities, Kimberly is a board member of PADS, a non-profit organization providing needed services to homeless individuals on the south side of Chicago

Kimberly Loftis earned her MBA from Northwestern University in Evanston, Illinois. She received her Bachelor of Science degree in Accounting from Indiana University in Bloomington, Indiana. She is also a certified public accountant.