

# Dirty

## Little SECRETS About CASH FLOW



## Why Net Profits Don't Always Equal Good Cash Flow

Your CPA has your back with the IRS, and your bookkeeper knows what funds are going where, but who's got an extra set of eyes on the ever-elusive Cash Flow? Do you have an accurate understanding of the financial health of your practice? As a business owner, that's your job. You not only need to understand your business financials, but you need to understand how Cash Flow is helping or hurting your bottom line. Perhaps your practice is making a profit but you are still juggling vendor bills or not paying yourself as much as you want because the cash tap has run dry before the end of the month.

The information in this seminar will give you insightful philosophies around Cash Flow to help you find total empowerment over your business financials. **Come learn some Dirty Little Secrets about Cash Flow at this complimentary seminar.**

### LECTURE HIGHLIGHTS:

- Why it's important to understand your financials from a Cash Flow perspective; different than a CPA's perspective.
- What the roles of your trusted advisors are in helping you manage Cash Flow (your CPA, Bookkeeper, Financial Advisor, Banker, Consultant).
- The different business components and processes that will help optimize Cash Flow.
- *The dirty little secret* about why you can still be making a profit but having trouble making payroll or juggling vendor bills.
- How to read your Profit and Loss and Balance Sheet from a CEO's perspective.
- What the difference is between total expenses, cash outlay, and production are in the context of Cash Flow.

### FEATURED SPEAKER:

**Debra Robinson** is the President of Centennial Revenue Management. She has served as CEO of a multi-branch \$40M company, which ranked #5 in revenue by Colorado Biz's 2001/2002 Top Women-Owned Businesses awards.

In 2008, Debra decided to bring her passion for Cash Flow management to other businesses, founding Centennial Revenue Management. She now uses her specialized Cash Flow Forecasting methodology to help dental offices optimize Cash Flow and educate doctors on how to understand their financials to avoid a financial storm.



### SPONSOR INFO:

**Foxstone Financial Group** is a business tax consultant that offers a unique opportunity to help get "more money into your pockets" by reducing taxes that you would have paid to the government. Foxstone utilizes Captive Insurance Company as an ingenious business strategy.

Business owners can use Captive Insurance to create their own insurance company to cover loss of net income risks that are uninsured by third party insurers. **Learn more about the exciting impact Captive Insurance can have on your business at this seminar!**

### EVENT INFO: THURSDAY, JANUARY 25TH, 2018

6-6:30pm - COMPLIMENTARY DINNER | 6:30-8pm - PRESENTATION

LOCATION:  
Peebles Prosthetic, Inc.  
909 Wadsworth Blvd  
Lakewood, CO 80214

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