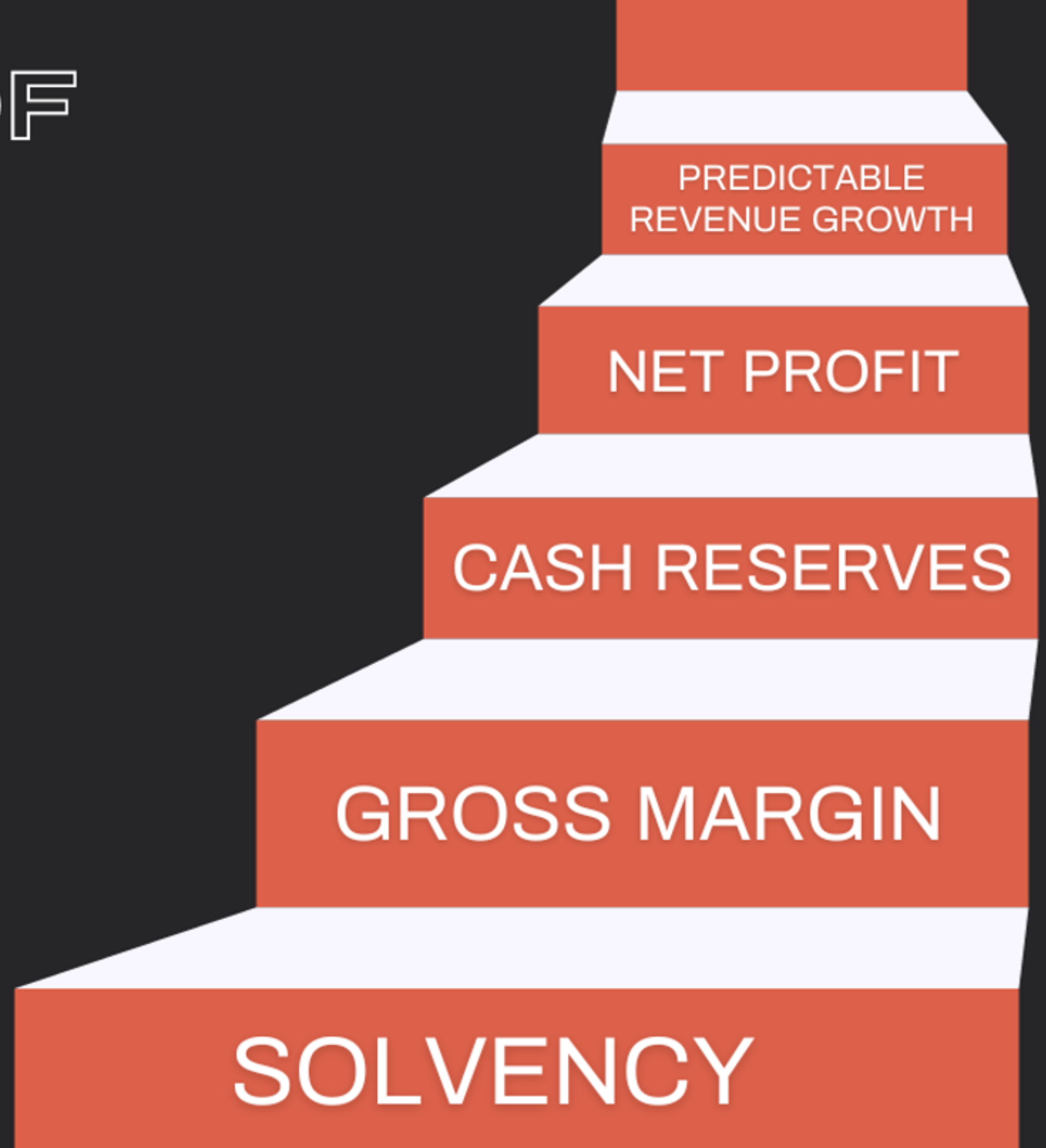


HIERARCHY OF FINANCIAL NEEDS *

In our experience, there is one thing that distinguishes the agencies that thrive from those that struggle: focus - consistent, singular focus on "the one thing that matters" in that moment.

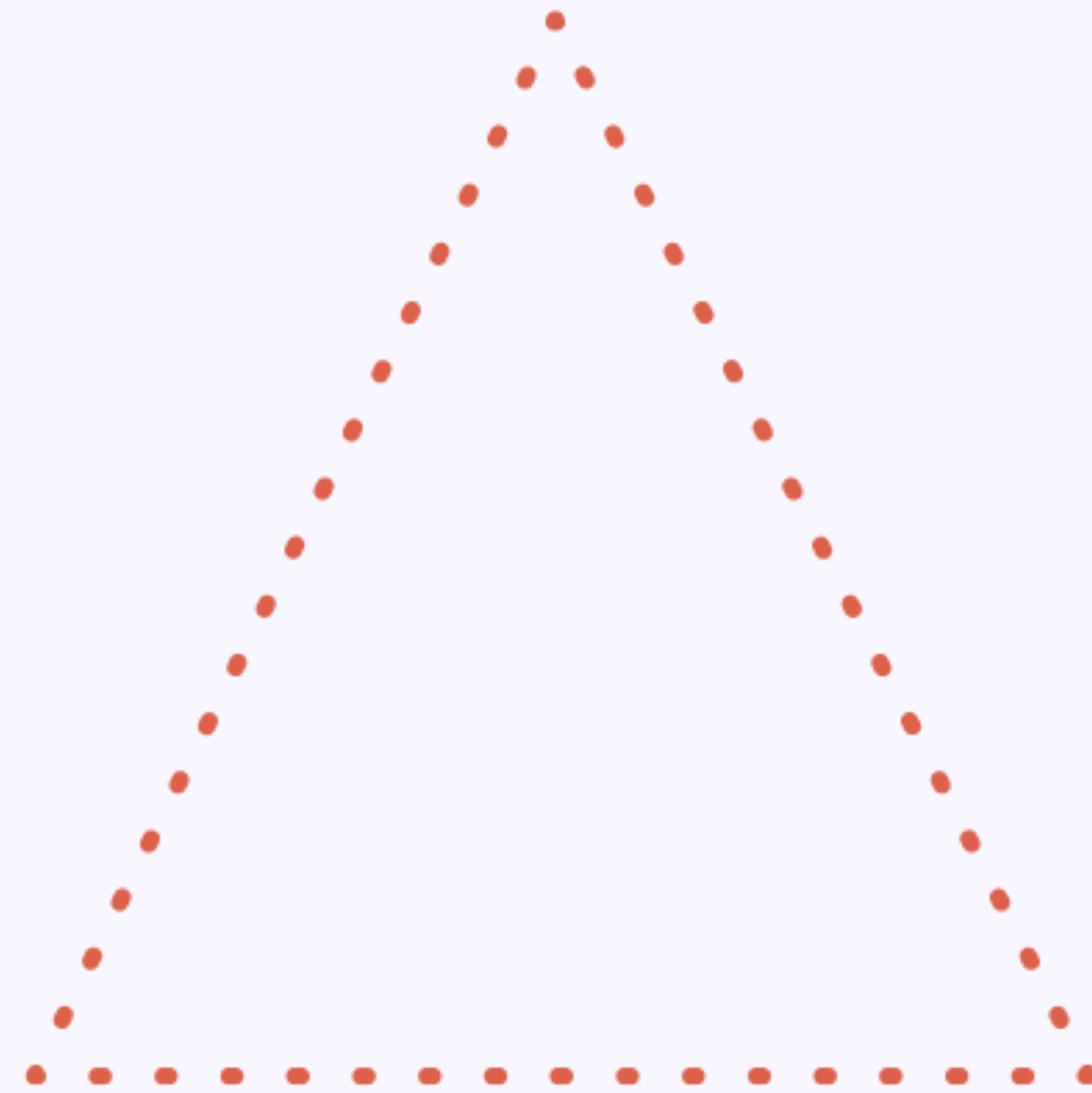
The hierarchy of financial needs is our framework for helping agencies determine and conquer their "one thing." Just like Maslow's hierarchy, it is a sequential set of priorities - you must clear solvency before you can focus on project profit.

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THE MARGIN TRIANGLE

Gross Margin



Project Profit

Utilization