

How a Real Estate Holding Company *Streamlined Processes & Staffing* Across 13 Properties

the CHALLENGE

Located in Mission, Kansas, a real estate holding company (the Client) owns 13 commercial properties, including strip centers housing multiple business tenants, as well as stand-alone business properties and vacant land.

After struggling with ongoing staff turnover, the Client failed to maintain up-to-date financial records for each of their 13 properties—which included a retail home center store that they owned. The problem was compounded by their implementation of a software upgrade, a system with which their bookkeeper was unfamiliar.

Despite multiple attempts to train the bookkeeper on the new software, the Client was unable to catch up on financial accounting and reporting. As a result, they recognized an opportunity to engage an experienced financial expert who could help them to complete regulatory financial statements and establish new processes and staffing models that would prepare them to achieve success independently.

CLIENT OVERVIEW

INDUSTRY
Real Estate

LOCATION
Mission, Kansas

SERVICE TYPE
Concierge CFO Services

the SOLUTION

The Client engaged Peek Advisory Group over the course of six months, leveraging their financial experience and strategy in the form of CFO services. In this role, Peek Advisory Group supported the Client in a variety of ways, including:

FINANCIAL STATEMENT COMPLETION

Accurately completing all financial statements was necessary for regulatory purposes. Therefore, Peek Advisory Group began by reconciling all transactions for the past full year, including intercompany transfers across all 13 companies and related properties. Peek Advisory Group also prepared income tax support files and loan compliance reporting in order to meet regulatory requirements. In addition to reconciling the past financial statements, Peek Advisory Group also worked with the Client to identify gaps and opportunities in their existing accounting and financial processes so they could establish a more efficient workflow moving forward.

INTERCOMPANY PROCESS DESIGN

Given the complexity of owning 13 separate properties, Peek Advisory Group helped the client develop and document management fee and intercompany processes. This included the implementation of thresholds and the creation of a chargeback process for use between companies. The processes were then documented and passed along to employees after vigorous training to ensure continuity after project completion.

SOFTWARE EVALUATION AND IMPLEMENTATION

The Client's internal staff believed their new software implementation was to blame for the financial backlog of accounting. To remedy this, Peek Advisory Group thoroughly reviewed the software's functionality and user access to ensure it aligned with the organizational needs. In support of this, Peek Advisory Group also developed user-friendly documentation to serve as a resource for staff who were responsible for financial reporting.

SOLUTIONS AT A GLANCE



Financial Statement Completion



Intercompany Process Design



Software Evaluation &
Implementation



Staffing Review

STAFFING REVIEW

Upon the hiring of a new president, the Client relied on Peek Advisory Group to observe staff performance throughout the duration of the project and provide recommendations for an optimized staffing model. Despite numerous training opportunities for staff to grasp the new systems and responsibilities, ultimately recommendations included the need to terminate an existing team member. Peek Advisory Group provided the Client with recommendations for skills and experience they should look for in replacement candidates.

the RESULTS

At the conclusion of the engagement, the Client achieved an incredible improvement in their financial accounting, reporting, and operational processes.

Within six months, Peek Advisory Group completed financial statements for all 13 companies, as well as the regulatory documentation needed to meet compliance requirements.

In addition, Peek Advisory Group's experience in system and process design established the workflows necessary for the Client to assume their financial accounting responsibilities internally. With a focus on training and transition, Peek Advisory Group helped to onboard new employees and provided the supporting documentation to help orient team members to key accounting processes.

By providing best practices and detailed 'how-to' documentation, Peek Advisory Group was also able to improve the workability and functionality of the property management and accounting software. To ensure a smooth transition to their internal team, Peek Advisory Group provided periodic support, as needed, following the engagement.

Not only did the Client benefit from Peek Advisory Group's assistance in helping them understand the financial elements necessary for regulatory compliance, management now feels confidently equipped to handle these processes on their own, thanks to Peek Advisory Group's hands-on approach. As the Client enter 2019, they are better equipped with the processes and staff to help them maintain updated financial accounts for their 13 real estate properties.

PEEK ADVISORY GROUP

We are a woman-led team of financial advisors and B2B transaction experts focused on small business accounting, planning, and advising for women-led businesses. Our 20-plus years of experience in everything from CFO services to transactional support helps our clients build business legacies, not just companies.

We are committed to building lasting partnerships with our clients, seeing them through every step of the business ownership cycle – from buying their first business, to selling their last, our clients receive unmatched support and guidance that translates into sustainable success.

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