



# FINANCIAL TIPS

## FOR YOUR BUSINESS

# REGIONS NEXT STEP

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# AGENDA

TODAY WE WILL FOCUS ON THESE BIG QUESTIONS . . .

1. How can managing my finances help my business?
2. What are some common practices, rules, and tools that can help me manage my business finances?
3. How do these tools help me:
  - Start a business?
  - Grow a business?
  - Raise working capital for my business?

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# THREE KEYS TO BUSINESS SUCCESS

**1**  
**DETERMINE  
DESTINATION**



**2**  
**TRACK PROGRESS**



**3**  
**READY FOR  
DETOURS**



# WHAT DO YOU KNOW?

- Financing
- Budget
- Bookkeeping
- Cash flow projections
- Profit & Loss statement





## EQUITY FINANCING AND DEBT FINANCING



# BUDGETING







# Basic Bookkeeping



# Cash Flow and Cash Flow Projections





# DO I NEED TO **PROJECT** CASH FLOW?



## BUT, WHAT IF...

- Accelerate
- Monitor
- Watch
- Cover
- Challenge



## WHAT IS A PROFIT AND LOSS STATEMENT?

+ Sales

- Cost of Goods Sold

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= **Gross Profit**

- Overhead

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= **Net Profit**



## REGIONS.COM/BIZCALCULATORS

How much do I need to start my business?

▼ INPUTS   RESULTS   HELP

One-time expenses

Computer and telephony equipment and software		\$ 2,000
Furniture and fixtures		\$ 2,000
Office supplies		\$ 1,000
Legal fees		\$ 1,500
Licensing or other fees		\$ 300
Marketing costs		\$ 2,000
Prepaid insurance		\$ 1,000
Security deposit or down payment on property		\$ 1,500
Utilities deposits		\$ 500
Other		\$ 0

Ongoing monthly expenses

	# of mths.	Amount
Rent or mortgage	3	\$ 1,500
Employee salaries	3	\$ 2,000
Owner salaries	3	\$ 2,000
Utilities	3	\$ 450
Marketing	3	\$ 400
Administration	3	\$ 125
Insurance	3	\$ 250
Rental costs	3	\$ 500
Franchise fees or other commissions	3	\$ 0
Supplies	3	\$ 80
Other	3	\$ 50

CONTINUE

Leadfusion  
TERMS OF USE

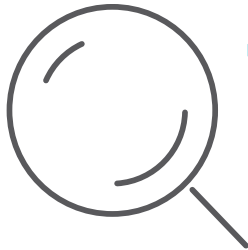
- Equity
- Sweat equity
- Traditional loans
- Business credit card
- SBA
- Family

# STEPS FOR GETTING READY

**1** Have a business plan  
(include profit plan)



**2** Know what you  
can afford



**3** Study your  
financial statements

**4** Check your  
credit report



**5** Establish  
collateral options

**6** Show your equity  
contributions



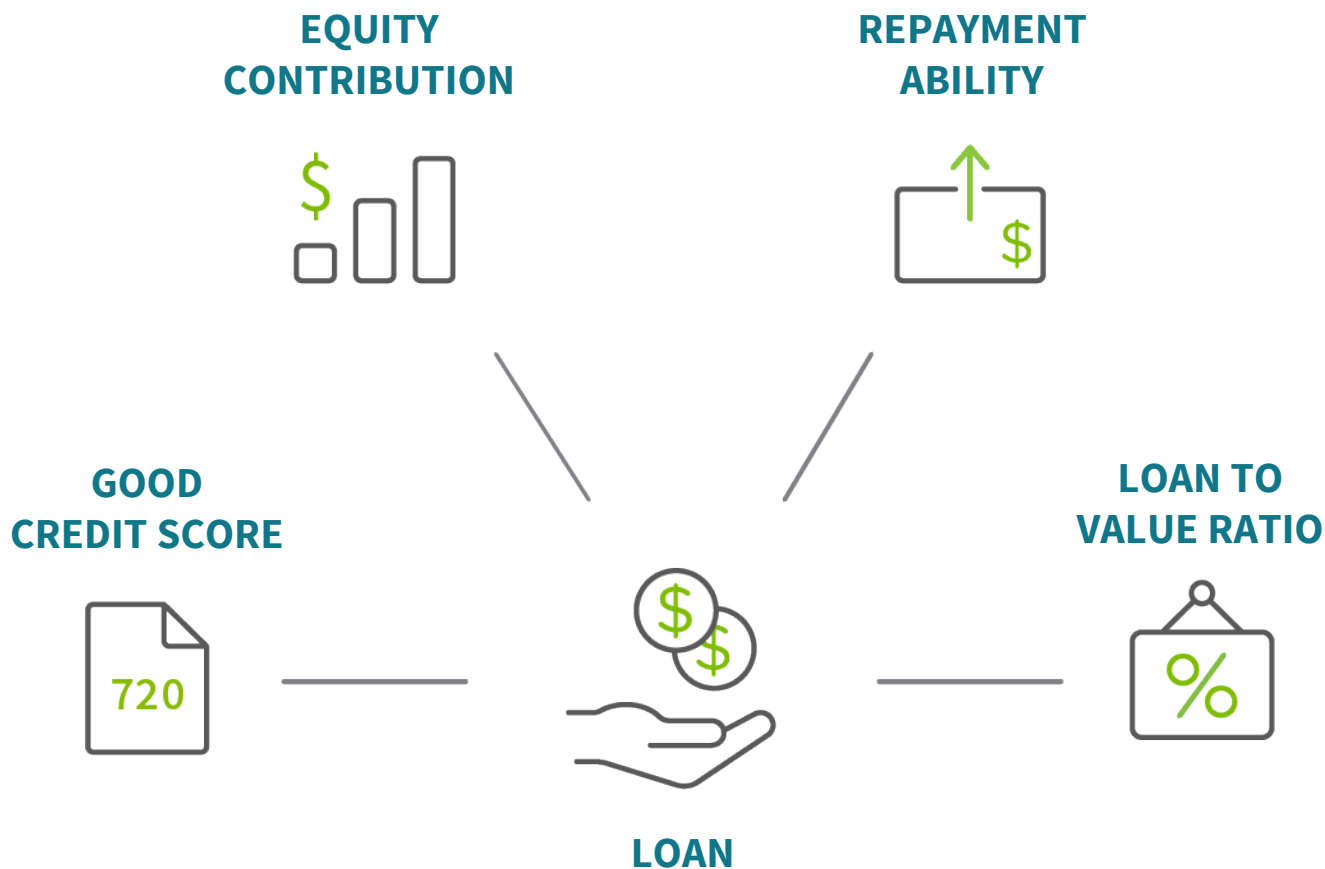
**7** Research your  
financing options



WHAT  
**PAPERWORK**  
WILL I NEED?



# LOAN REVIEW CONSIDERATIONS






# USING CREDIT SUCCESSFULLY

- **Separate** your business and personal finances.
- Keep your business and personal credit **clean**.
- Maintain **positive** cash flow.
- Develop a banking **relationship**.
- Build a **strong** business credit profile.

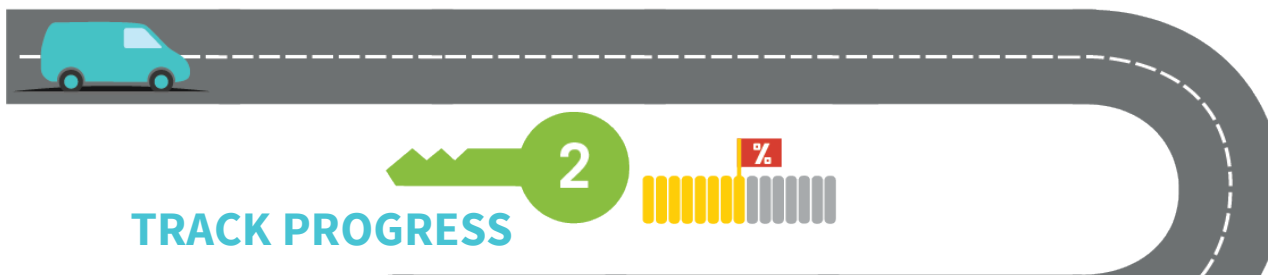


# ON THE ROAD TO SUCCESS

**1**  
**DETERMINE  
DESTINATION**



**2**  
**TRACK PROGRESS**



**3**  
**READY FOR  
DETOURS**



# CONGRATULATIONS

TODAY, YOU WILL LEAVE WITH:

- Tips and tools for managing your business' finances
- Ideas for starting or growing your business and raising working capital

Thank you.



Articles

Courses

Worksheets

Podcasts

Calculators

Budget  
Templates

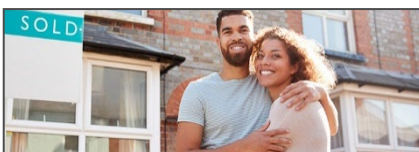
Webinars

Learning  
for Kids

EXPLORE FOR MORE TIPS



Family Budgeting  
& Saving



Navigating  
Homeownership



Financial Literacy  
for Students



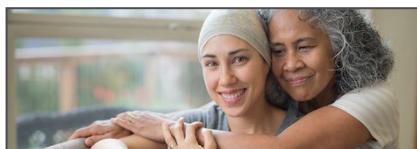
Retirement Saving  
& Planning



Saving For  
Your Next Vacation



Plan for the Holidays



Medical  
Financial Hardship



Next Step for Business

## MEETING YOUR FINANCIAL GOALS

- 1 Make an appointment with a Regions banker:**
  - Call the Regions Green Line at 1-800-REGIONS
  - Go to [regions.com](https://regions.com) and click “[Make an Appointment](#)”
  - Visit any Regions branch
- 2 Visit Next Step Courses for free, online money management courses: [Regions.com/NextStepCourses](https://Regions.com/NextStepCourses)**
- 3 Use our online resources including articles, videos, and calculators: [Regions.com/NextStepforBusiness](https://Regions.com/NextStepforBusiness)**

