



“Intuitively many business owners know what they need to do to allow their businesses to thrive, but putting it down in writing, tracking progress, and empowering your team to deliver is entirely a different story. To that end, CoreValue® has been instrumental in our success.”

Candace Enman, COO WelchGroup Consulting

CoreValue
S O F T W A R E

Maximizing Transferrable Enterprise Value

WelchGroup Consulting, Ottawa Canada

As one of Ottawa’s leading accounting firms, Welch LLP was seeking a tool for their consulting division, WelchGroup, to help business owners manage growth and maximize the return on their investment at the point of an exit. CoreValue® allows Welch to put a forward-thinking, support mechanism and tool in place, to help owners prioritize and focus on tasks and position the company for growth while creating long term, sustainable and transferable value.

In addition to creating real value for clients, Welch LLP immediately began to realize some of the other benefits of using CoreValue®. “Differentiating services from the competition, developing value added relationships with clients and their internal teams, being known as a progressive and evolutionary accounting firm that “sees the big picture and looks beyond the balance sheet” - all became Welch trademarks.

WelchGroup uses CoreValue® as part of their Chairman’s View Engagement. The namesake comes from the notion that each owner must understand the company holistically if they are to create true value. Welch’s

advisors work directly with business owners and their team to assess the company and implement a tailored action plan to move it forward and meet the owner’s objectives.

With CoreValue®, Welch helps clients understand that enterprise value is not static; it must be managed, nurtured, and monitored. Welch and their clients use the Tasks and project management functionality to enhance the company’s value post assessment, and the Vault to securely store documents and notes supporting company status and improvements.

Welch has used CoreValue®, with numerous clients including:

A software company where the staff needed to get on the same page, unify around a growth strategy, develop new markets, and prepare the company for an eventual exit. CoreValue® helped the owner learn what to do and which opportunities to capitalize on.

A service company that used CoreValue® as a succession planning tool to clarify where the business was, and what needed to be done to improve it, while educating the owner’s children on the intangibles of business value.

A construction company used CoreValue® to focus the owners on how successful the company could be with the proper systems, strategic plan and management to drive its growth.

Welch realizes that it’s all about strong relationships, managed growth and being prepared for an eventual business event, whether it be raising capital, transferring the business to children, or selling. CoreValue® allows Welch to build the right infrastructure and knowledge in each client to maximize success, and helps the company become agile when facing an ever changing business environment.

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