

Helping Your Business Succeed

Tired of relying on P&L statements that tell you too little, too late? **One Transaction Thinking** offers the feedback you need in real time, so you can jumpstart your business. Today.

Call NOW to schedule a FREE 30-minute Consultation* (877) Tom-Ward

You'll also be eligible to receive:

- **Questionnaire** defining your business practices
- **Benchmarking study** that compares your performance against the highs, lows, and averages of other companies
- Your financial information in a **simple, one-page format** — the OTT way!

Now's the time to get started on a path to true profitability.

** The data you provide is completely confidential, as are the discussions.*



What They're Saying About OTT

"I was always a top-producing loan officer. But that didn't prepare me to run my own company. OTT changed that. I make money now. I wasn't before..."

Dave Gallegos, president
Capital Lending Group, Englewood, CO

"Running a mid-size mortgage firm, I didn't know what I should spend on marketing or commission splits. If I hadn't tried OTT, we'd still be hemorrhaging money..."

Dean Harrington, president
Shamrock Financial, East Providence, RI

"Even after 16 years, I didn't really know how to manage profitability. OTT provides an easy means to analyze the profitability of things like marketing campaigns. Without OTT, I would have gone under..."

Dan Flavin, president
First American Trust, Columbia, MD

Majestic Consulting

Real People Helping Real People
Improve ProfitAbility®

945 Lakeview Parkway, Suite 170
Vernon Hills, IL 60061

Toll Free: (877) Tom-Ward
Local: (847) 970-4263
www.MajesticConsulting.com



Majestic Consulting



ONE TRANSACTION THINKING

Budget for profit on every transaction

- Ready to cut costs?
- See your business grow?
- Get ready with OTT.

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Are Profits Hard To Come By?

Are your business costs spiraling out of control? Do you wonder how you're doing relative to the rest of the industry? Most of us look for answers in our profit and loss statements. But when was the last time a P&L statement gave you a quick and easy snapshot of your business — *today*?

Standard P&Ls are an accountant's tool, not an entrepreneur's tool!

Most standard P&Ls are too detailed — and take too long to complete — to offer the feedback you need in *real* time. Relying solely on P&Ls on a monthly or quarterly basis cuts into your ability to gauge whether commission splits, overhead, and other expenses are eating away at your bottom-line profits.

That's not something you can afford to continue — not in this economy.

Break Through With OTT

One Transaction Thinking (OTT) puts you squarely in the driver's seat of your financial destiny by helping you **budget for profit on every transaction.**

Think about it: Most of the time, revenue generated by producing owners is thrown into a company bucket, leaving little room to control expenses in real time. But OTT determines the par for revenue, cost of sales, and expenses on a per loan basis.

Processing Labor Costs

Through **one-on-one consultation**, we easily break down each and every loan transaction. The result? You walk away with a game plan — on a single sheet of paper! — to recoup costs *and* tap into new-found gains.

	Per Loan	Payroll	
June	\$182.67	\$15,710	Accountant Perspective
July	\$165.00	\$18,591	
August	\$97.00	\$19,381	
September	\$80.00	\$19,618	
October	\$89.00	\$24,377	

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Does your accountant see what you see?

The Team Behind OTT

Imagine being advised by an industry leader who ran a profitable mortgage company for nearly two decades. Now imagine that advice backed by one of the industry's top CPAs. **With OTT, you get the best of both worlds.**



Tom Ward draws upon his rich pool

of experience to share strategies for weathering any market condition. Tom is joined by **Ken Maier**, CPA, who brings two decades of experience to the OTT team. Together, Tom and Ken guide clients toward sound business advice on some of the toughest issues — from commission splits to overhead expenses — that stand between them and true profitability.

