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Financial Services

Cash management is a critical need for struggling companies. Martyn & Associates, LLC is expert in cash management under difficult circumstances. The goal of cash management is to ensure that all critical expenses are covered while a survival and recovery plan is being implemented.

In bank workout situations, the involvement of Martyn & Associates, LLC will result in better cooperation between the bank and the company. This allows Martyn & Associates, LLC the time to work with the company to develop a realistic business plan leading to more reasonable financing terms with alternate lenders.

- Cash Management
- Profitability Improvement
- Debt and Equity Placement
- Financial Restructuring
- Creditor Negotiation
- Financial Performance Tracking
- Prescription Financial Services
- Expansion Financing
- Company Acquisitions and Sales
- Assessments of Acquisition Targets

The skill set required to run a profitable company is different than the skill set required to reverse a downward spiral in financial performance and cash availability. During a period of financial crisis, management's attention is pulled away from operating their business to the needs of the financial restructuring and negotiations with their bank. This is detrimental to the operation of the business.

The involvement of Martyn & Associates, LLC allows management to keep their attention focused on running their business efficiently while realistic and achievable plans are formulated to improve operating performance and put the company back on a sound capital structure.

Martyn & Associates, LLC is heavily networked into banks, asset based lenders, and a variety of alternate financing groups, all of whom are receptive to offering replacement loans once they are comfortable that the company's performance issues have been addressed.