

## The Problem: You love your business but don't love Financial Projections and Analysis and it's holding you back from your next level of growth!

### HOW THIS SHOWS UP IN YOUR BUSINESS:

- You wonder what your tax and accounting people actually do for you
- No forward-looking budget used for strategic planning and vision work
- Difficulty managing team member accountability due to poor, or no, data
- Consistent trouble deciding how to use scarce resources, (people, money, time) across competing opportunities

### HOW WE HELP:

Prism Financial Concepts team members are not only licensed financial advisors, but include professionals with a diverse background of corporate and tax experience necessary to engage three core areas of business advancement:

- **Impactful Accounting Practices & Controls**
- **Financial Forecasting & Budgeting**
- **Capital Allocation Decision Support**

Businesses making less than \$25mm of annual revenue often have highly interconnected personal and business balance sheets and income statements, making it difficult for owners to confidently know where and how to best place their capital.

By working at the intersection of your business and personal life, Prism professionals solve a common and most often unaddressed small business problem that can render business planning all but ineffective: the lack of cohesive and comprehensive advice for the company with proper consideration for the owners' personal financial plans.

Learn more at [www.prismfc.com](http://www.prismfc.com)



*The Financial Team That Empowers You*



### BRIAN'S CORE COMPETENCIES



Financial Analysis  
& Data Synthesis



Accounting Systems



Integrated Tax  
& Financial Planning

Brian has more than 10 years of experience in accounting, finance, and tax planning. Brian's expertise in strategic tax planning enables him to advise clients to optimize their earnings with long-range goals in mind.

As the owner/operator of Pry Accounting PLLC founded in 2013, he is all too familiar with the challenges small business owners face. As a result of this successful experience, Brian has developed specific strategies to assist small business owners and entrepreneurs.

Brian is a resident of Gilbert, where he and his wife Candace are raising Ellie, Benjamin, and are expecting a baby girl in September 2020. They love traveling and spending time outdoors as a family. Brian is an Illinois native and loves watching his favorite Chicago sports teams in his free time.