

BURKE ADVISORY



CORPORATE ADVISORY SERVICES

Business Improvement

Accounting Services

Turnaround Strategies

Loan Workouts

Crisis Management

Family Business Solutions

Receivership/CRO Services

Bankruptcy Management

Interim Management

Real Estate Advisory

STRATEGIC FINANCIAL & TURNAROUND ADVISORS

Strategic Financial & Turnaround Advisors

Get Started:

- ✓ Initial (no charge) Consultation
- ✓ Fact-finding Meeting
- ✓ Initial Assessment Report
- ✓ Solution Proposal
(Plan with specific milestones)
- ✓ Improvement Process Begins

Identify Short Term Goals:

- ✓ Improve Cash Flow & Profit
- ✓ Optimize Debt Structure
- ✓ Develop Clear Exit Plan
- ✓ Resolve Obstacles to Exit Plan
- ✓ Create Free Time

Turnaround Steps:

- ✓ Cash Flow Analysis
- ✓ Stop Any Cash Burn
- ✓ 90-day Cash Plan
- ✓ Identify Gross Margin Opportunities
- ✓ Renegotiate Debt Structure
- ✓ Address Pending Litigation
- ✓ Identify Weaknesses/Causes
- ✓ Take Advantage of Strengths
- ✓ Maximize Earning Assets
- ✓ Top-line Growth Plan
- ✓ 3-Year Strategic Plan

Frustrations Are Common!

If you have problems that will not go away by themselves; if you do not have the time, expertise or staff; if you need objectivity, credibility, financial and management knowledge, then you may need our assistance. These frustrations can usually be resolved quickly and inexpensively.

We Can Help

At BURKE ADVISORY SERVICES, we help our clients to improve on their current financial situation by listening, analyzing, simplifying and guiding. We provide turnaround, performance improvement and corporate financial advisory services to management, investors and creditors. It will not cost you a thing to find out what we can do for you. Initial consultations are complimentary and always informative and helpful. As a Member in good standing of the prestigious TURNAROUND MANAGEMENT ASSOCIATION, we proudly adhere to the TMA strict Code of Ethics in all of our activities.

Who We Are

Burke Advisory Services is a management consultant and corporate financial advisory firm, specializing in turnaround and corporate renewal work. The firm was founded by Kevin Burke. Mr. Burke has decades of uniquely applicable experience and training. Our mission is to assist privately owned businesses in avoiding the most severe pitfalls of the business world while guiding them toward great success. Our expertise lies in understanding the financial mechanics of the capital and structure of business organizations. When we combine our experience and training with our working knowledge of finance and legal strategies, we are able to be very effective in designing tactics to achieve our client's end-goals at controlled and reasonable cost levels. Our team members are experts in the areas of accounting, management, financial analysis, turnaround management and real estate services. Additionally, we maintain a network of many professionals and analysts that we bring to bear on various engagements and situations as they occur.

Our Approach

Entrepreneurs are people with vision who start or purchase businesses. They typically have skill sets that tend to be focused on the technical, creative or promotional segments of business. They focus on building their vision. They focus on their passion and, typically, not financial management. We believe that the very best thing an entrepreneur can do is to focus on top-line revenue growth, product improvement and development. In other words, they should continue to focus on the work that created their business in the first place. We believe that contrary to the pressures owners can feel to become capable in accounting, financial management and business administration, they should not waste their time and their company's resources trying to become something that they may not have the desire, years of training or perhaps even the skill set for. What we offer is a common sense, nuts and bolts, approach from experienced professionals. We treat our clients with courtesy and respect. Our years of experience and notable expertise ensure that your organization is in safe hands.

Formally Trained - Professional - Objective - Experienced

Business Improvement

Typical Client Issues

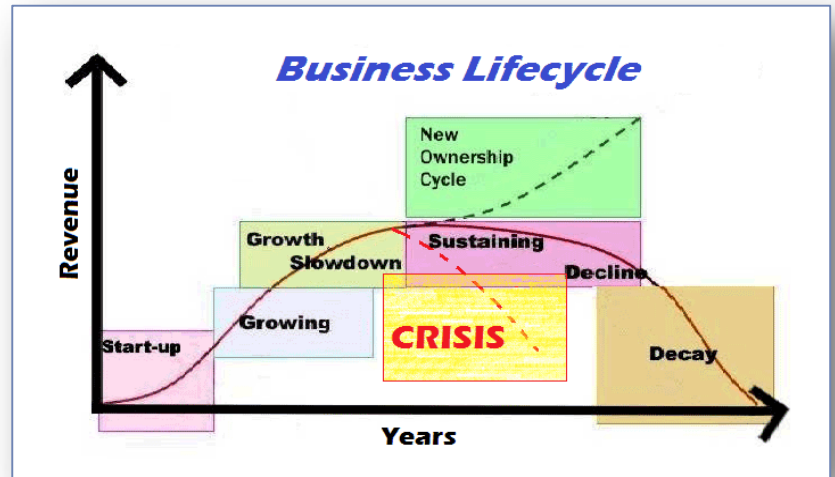
- Inaccurate or incomplete financial records
- Payroll and sales tax records are disorganized
- Distracted financial management
- Need bookkeeper or bookkeeper training
- Cash flow and creditor problems
- Need to Improve Profits
- How to Grow Your Business

Analysis and Strategic Advisory

- Financial analysis and assessment report
- Long-term cash flow and viability analysis
- Industry benchmarking analysis report
- Financial projections
- Business valuations
- Strategic business and exit planning
- 1-Page Financial Report

Accounting System Analysis

- Complete review and assessment of accounting system
- Configure and update accounting system to GAAP
- Catch-up & clean-up accounting entries
- Verify and correct payroll and sales tax entries
- Prepare year-end financial package for CPA's
- Set up automated accurate and easy management reports



Distress & Recovery

Loan Workouts

- Professional Credibility
- Former Banking Executive
- Cutting Edge Workout Strategies
- Experienced Creditor Negotiator
- Clear Financial Presentations
- Bottom-line Focus

Professional Crisis Management

- Professional and Accurate Reports
- Gain Breathing Room During Reorganization
- Implementing the Turnaround Plan
- Lender/Creditor Negotiations
- Interim Management
- Chief Restructuring Officer
- Court Appointed Receiver

Business Turnarounds

- Turnaround Management Association Member
- Experienced Turnaround Practitioner
- Stop Cash "Burn"
- Accurate Financial Position Reports
- Simple Increases to Net Margin
- Streamlined Processes

Recovery

- Implementation of Long Term Strategies
- Monthly Performance Monitoring
- Clear Exit/Business Goals
- Top-line Growth Techniques
- Tuning & Pruning Revenue Base
- Add Value to Existing Customers
- Simplifying Operating Procedures
- Implementation of Best Practices

"A rudderless ship will waste time and energy on its way to eventual destruction."

KEVIN M. BURKE, CTP

PROFESSIONAL ADVISOR TO MANAGEMENT
CERTIFIED TURNAROUND PROFESSIONAL
RECEIVER/CHIEF RESTRUCTURING OFFICER

Kevin M. Burke is a Certified Turnaround Professional who has over 30 years of experience in business management, finance, real estate and providing professional services in the Southeastern Michigan area and is a member in good standing of the internationally recognized Turnaround Management Association.

Kevin has spent over fifteen years in commercial banking/lending. As a member of Senior Management, he has directed Special Assets Groups and construction lending departments at two commercial banks. This is accompanied by expertise in commercial credit, loan review and loan operations. Mr. Burke has managed several privately owned companies. His experience includes sales organizations, distribution companies, real estate organizations, multi-generational family businesses, manufacturing and service concerns. As a licensed real estate broker, he has bought and sold over 400 individual pieces of real estate. Additionally, he has experience in land development, hotel, industrial, residential, commercial and multi-family properties. Kevin began his career at Michigan National Bank (Bank of America) after graduating from the Villanova School of Business, at Villanova University in Philadelphia, PA. Whether representing an entrepreneur, a court, shareholders, a lender, arranging financing or running a corporation, Kevin Burke's business career has afforded him the opportunity to gain a wealth of diverse knowledge that has resulted in an extensive skill set. Mr. Burke's professional management consulting firm, "Burke Advisory Services" maintains a network of many professionals and analysts that are brought to bear on various engagements and situations as they occur.



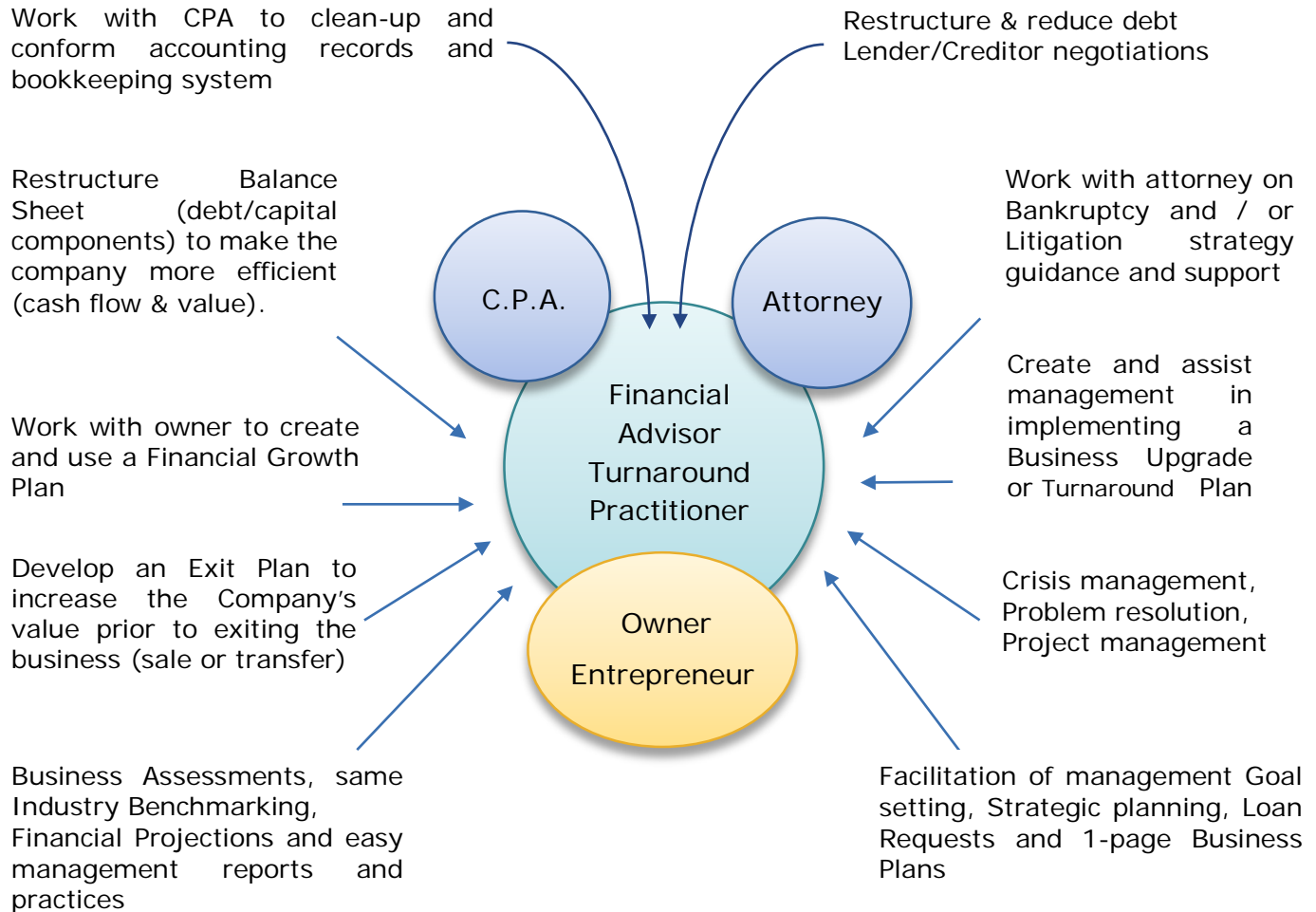
Certified Turnaround Professional (CTP)

The designation of Certified Turnaround Professional (CTP) represents the highest order of professionalism in the turnaround industry. Administered by the Turnaround Management Association (TMA), it provides a benchmark for practical experience, knowledge and ethical conduct. CTPs have a proven record of accomplishment and years of experience in working with companies or large business units that are in financial crisis. CTPs must be or must have held positions such as, but not limited to, turnaround practitioners, consultants, or emergency managers and must demonstrate knowledge in the legal, financial and management aspects of a turnaround. The designation also provides an objective measure of expertise related to workouts, restructurings and corporate renewal. Company managers, executives at troubled businesses, lenders, bankruptcy courts and other professionals rightly demand that turnaround professionals meet an objective standard. Because of this, the CTP designation is increasingly important as a credential for engagement. The CTP designation requires the candidate to pass a rigorous three-part examination on management, accounting and law. Additional requirements include five years of experience plus a bachelor's degree, or ten years of consulting or senior management experience. Also required are professional recommendations, client engagement write-ups, adherence to the TMA Code of Ethics, and review by the TMA Standards Committee. CTP credentials are maintained by completing a minimum of 30 hours of continuing professional education every two years. The TMA is the premier organization of professionals dedicated to corporate renewal and turnaround management. This independent, nonprofit corporation preserves the integrity and confidentiality of the CTP application, examination and approval process.

We Create Value For Our Clients

Corporate financial advisors and turnaround practitioners work in the space between a company's accounting firm, legal counsel, sometimes lenders and the company owner. Generally, this type of professional guidance is only available to businesses with over \$50 Million in annual revenues. Our firm specializes in the small business sector (annual revenues between \$1 and \$50 Million). It is not practical to list all of the ways our firm adds value but sometimes a picture is worth a thousand words.

How We Create Value



Burke Advisory provides performance improvement, turnaround and financial advisory services to management, investors and creditors. We help businesses to improve on their current situation and create value; we do this by listening, analyzing, simplifying and guiding.

Formally Trained - Professional - Objective - Experienced

Recommendations

The testimonials we have received highlight the level of attention and integrity we offer every client. CPA's love us. Attorneys recommend us. Our commitment to providing you with high quality service, and an excellent return on your investment in our services, is our driving force. Here is what people have had to say:

"We were the lender to a firm that Kevin Burke was involved in. Kevin proved himself to be a strong crisis manager and worked with integrity and honesty which resulted in our firm's loan being paid in full."

- Edward Lewan, President, Greenfield Commercial Credit

"Having worked with Kevin and his associates on dozens of complex business transactions over the years, they impress me with their mastery of the detail and in developing creative solutions. Burke's extensive background in business management and commercial banking creates significant advantages in negotiation, litigation, due diligence, and problem solving in the context of business dealings."

- Mark C. Rossman, Partner, Mantese Honigman Rossman & Williamson, P.C.

"Kevin Burke's knowledge of real estate financing and the inner workings of banks is encyclopedic."

- Jeffrey Goldfarb, Attorney at Law, Real Estate Developer

"Burke has provided expert advice and guidance to many of my clients; I can recommend him without reservation"

-Carla Marsh, Regional Accountant Specialist, ADP

"Kevin is intelligent, detailed and aggressive, all of the attributes of a superstar, and that is exactly what Kevin is."

-Brent Dreyer, VP eCommerce, Direct Services Inc.

"Kevin is very knowledgeable and has shown great leadership . . . in his role in corporate management."

-Frederick Sosa, MBA, Senior Real Estate Analyst, Sterling Bank & Trust

"Kevin is industrious and creative. I am pleased to recommend him and to utilize his skills and services."

-David Wilkins, Vice President, St. James Capital



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248.663.4100

900 WILSHIRE DRIVE, STE. 202
TROY, MICHIGAN 48084

E-MAIL: INFO@BURKEADVISORY.COM

WEB: WWW.BURKEADVISORY.COM