

Financial Management for SPF Contractors

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Robert Naini has a degree in Mechanical Engineering and an MBA. He has been in the SPF industry for more than 2 decades and has helped hundreds of owners and managers grow their businesses leveraging his unique knowledge base including spray foam sales and marketing, employee and applicator training, building science awareness and building code expertise. Mr. Naini is committed to helping SPF professionals improve their knowledge and skills to solve more problems; in this endeavor he has created Spray Foam Advisor, which offers web-based training and education, available on demand - 24 hours a day, 7 days a week - to fit your schedule, with videos, articles, blogs and more.

SPFA Antitrust Policy

"Our policy is to comply with all federal, state and local laws, including the antitrust laws. It is expected that all company member representatives involved in SPFA activities and SPFA staff will be sensitive to the unique legal issues involving trade associations and, accordingly, will take all measures necessary to comply with U.S. antitrust laws and similar foreign competition laws."

It is a per se violation of the federal antitrust laws for competitors to agree on prices, limitation of supplies, allocation of customers or territory, or boycotts. "Per se" means that no legal defense can be used to mitigate this automatic violation.

Even an agreement by competitors that is for the good of society and our industry may be a violation of the antitrust laws if it could affect competition.

If a topic of antitrust concern is raised at any time during a meeting, note your objection for the record. If the topic continues to be discussed, you should leave the room immediately and contact SPFA's general counsel and your company's attorney for further guidance.

Ensure that every SPFA meeting, where members are present, has an agenda, the agenda is followed, and minutes are kept by SPFA staff of the proceedings.

Understanding and acting on the requirements of U.S. and foreign antitrust and competition laws sometimes can be difficult. If you have a question about the propriety of activities or discussions in SPFA, you are encouraged immediately to contact your company's legal counsel and SPFA management.

Spanish Translation Disclaimer

This presentation will include subtitles generated automatically based on the speaker's voice using automated translation software.

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What is the Typical Method?

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Finances are Fluid



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Money Comes In



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Money Comes In

Expenses Go Out



What is the Typical Method?

Finances are Fluid

Money Comes In

Expenses Go Out



When Big Expenses Hit; You Check Your Account

What is the Problem?

Have you ever made it to the end of the year and not had any money to pay TAXES?



What is the Problem?

Or have no money to pay yourself?



This Means No...

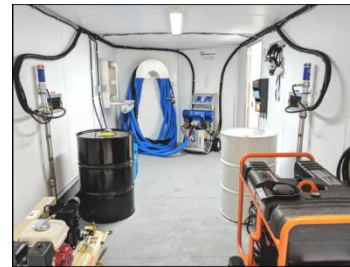
Funding for Marketing



This Means No...

Funding for Marketing

Growth for Equipment



This Means No...

Funding for Marketing

Growth for Equipment

Accrual for Taxes



This Means No...

Funding for Marketing



Growth for Equipment



Accrual for Taxes



Plan to Make Profit



How Could This Happen?

Your Bids are Too Low



How Could This Happen?

Your Bids are Too Low



You Have No Financial Management Strategy



Financial Management

What Is It?



- Financial Oversight for Your Business
- A Monetary Distribution Method

Financial Management

Why Do We Do It?

- Plan to Accumulate Funds for Business Needs
- Verify Our Bids
- Guarantee Profit



Financial Management

How Do We Do It?

- We pre-assign funds for specific purposes
- Money comes in → Each dollar gets allocated based on predetermined purposes



Example

All Income comes into → Income Account



Example

Income Account

On a regular basis, we transfer target percentages into defined accounts:

OPEX Account

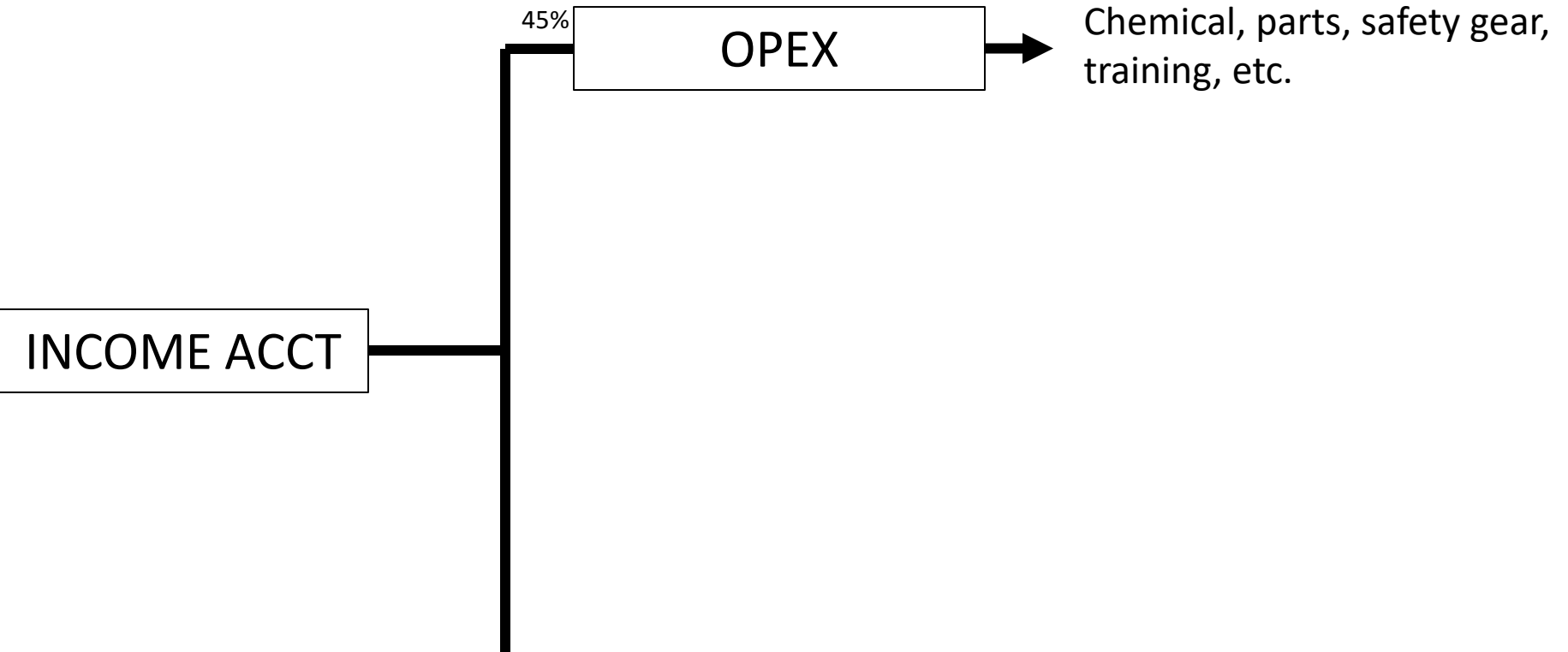
Payroll Account

Tax Account

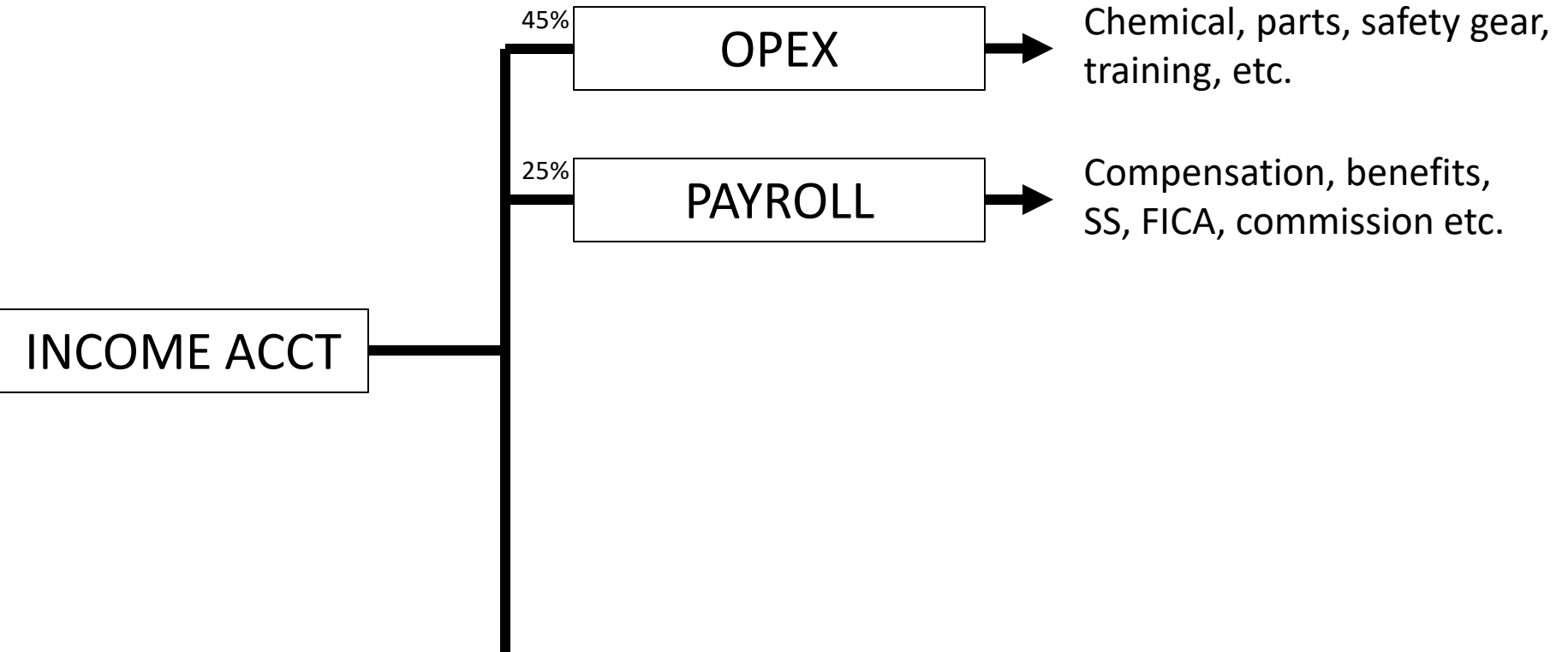
Profit Account

Growth Account

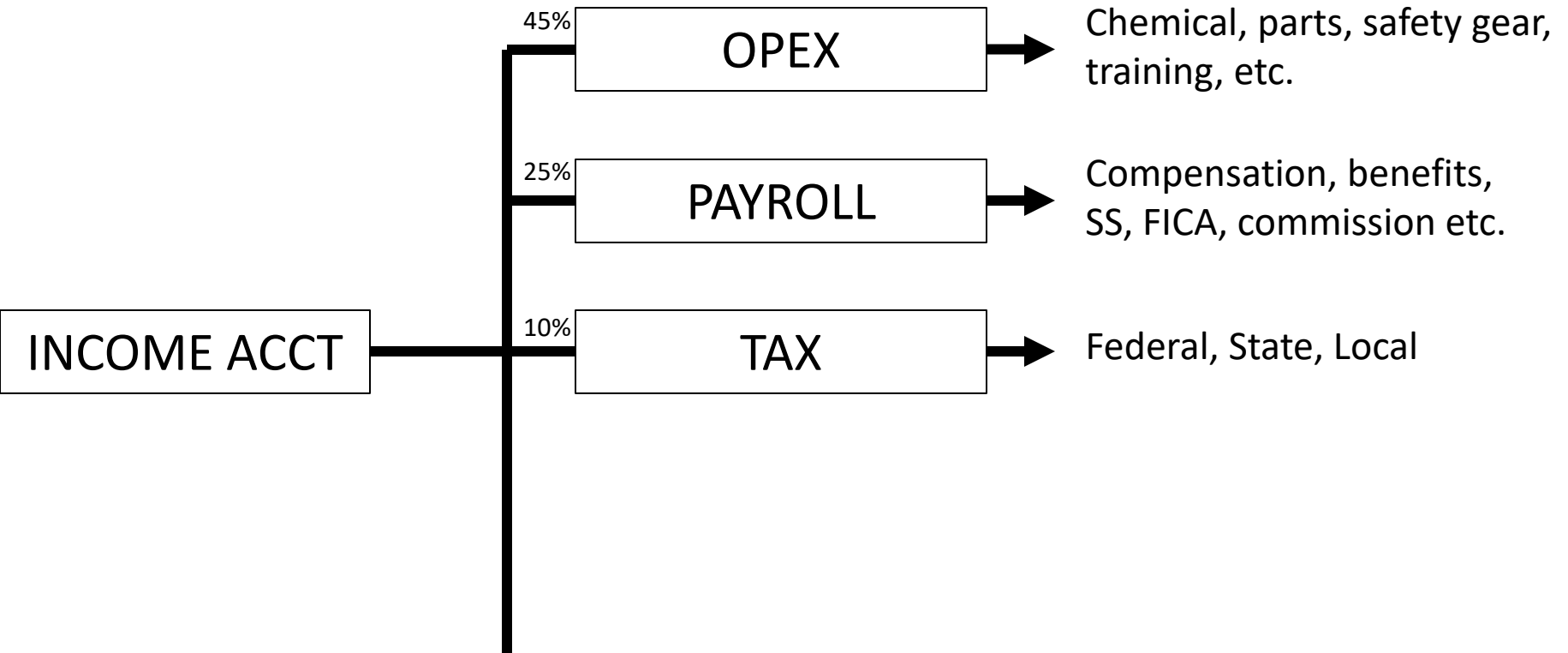
Example



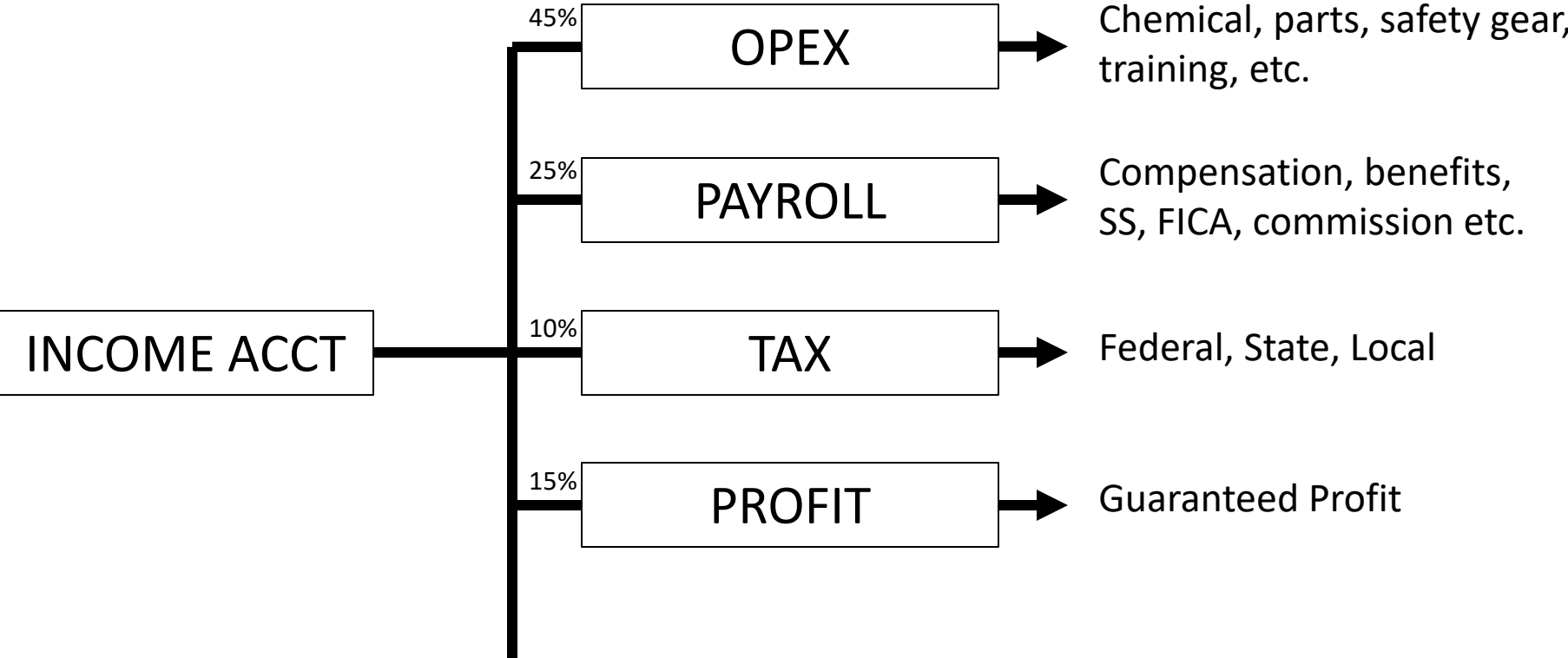
Example



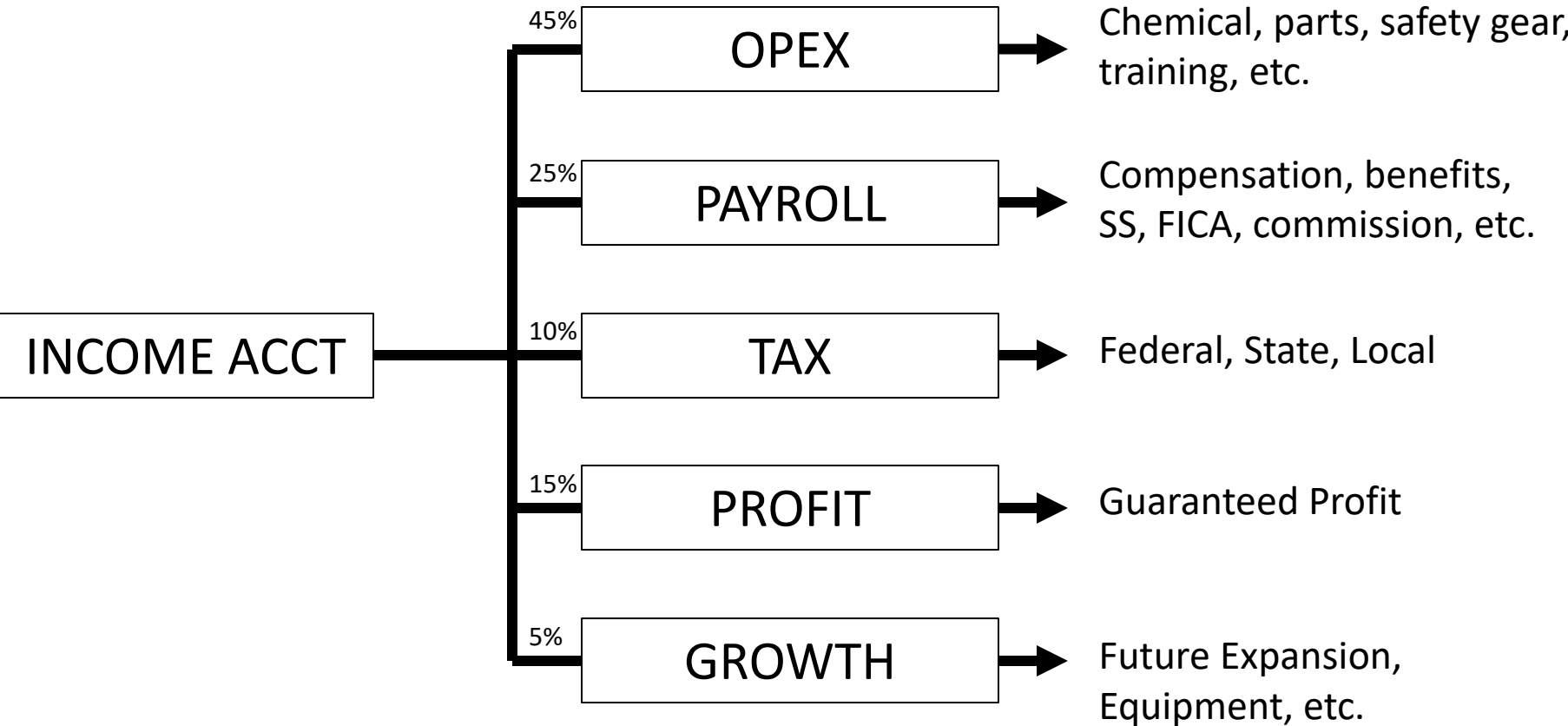
Example



Example



Example

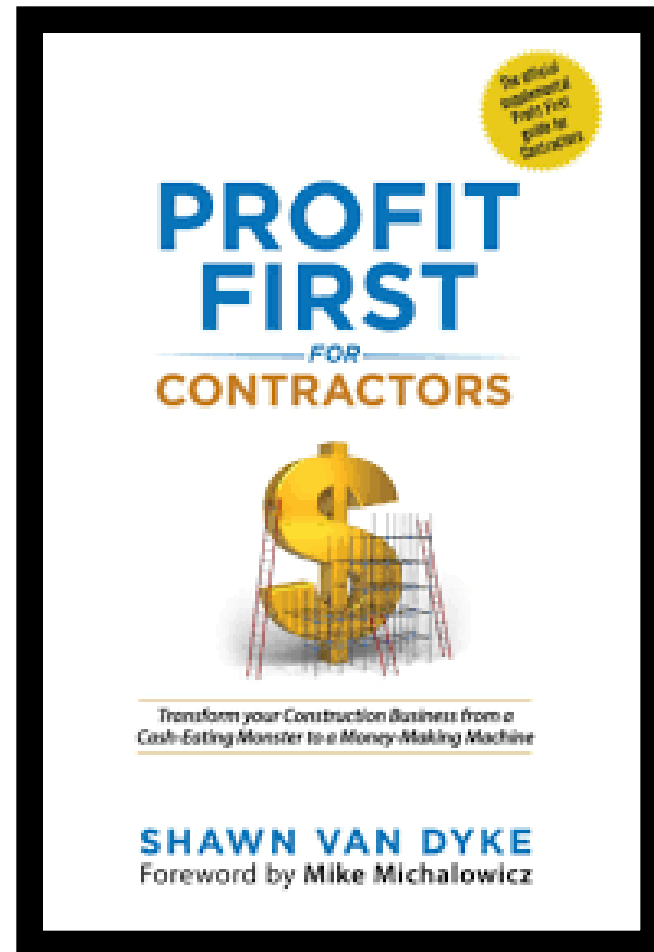
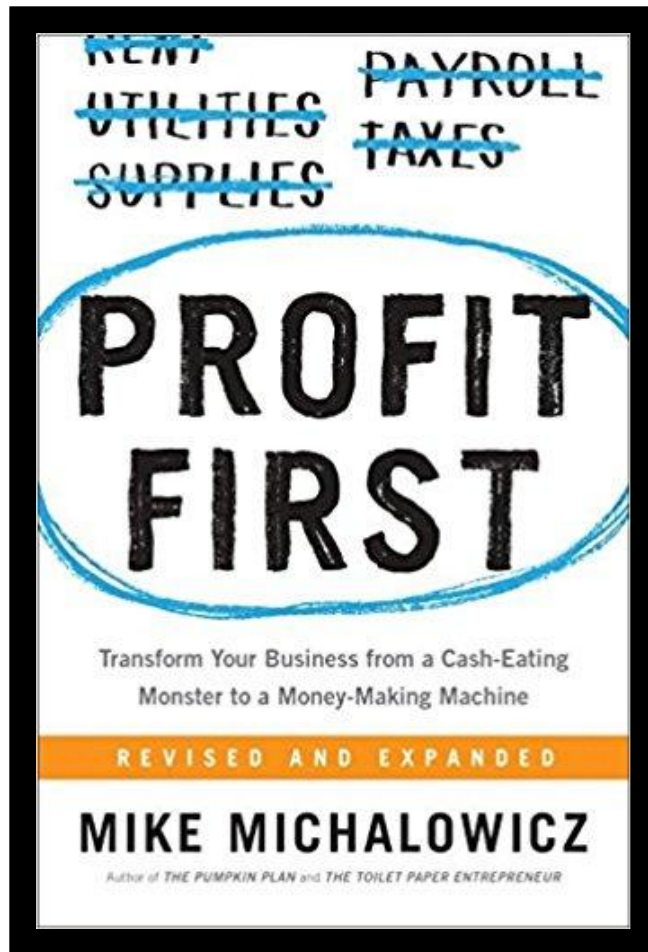


Key Takeaways

A Financial Management Strategy Will Help You:

- Establish a System
- Accumulate Funds for Business Needs
- Verify Your Bids
- Guarantee Profit

Special Recognition



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