

# AMIS

THE PROFIT DRIVERS



**A NEW KIND OF ACCOUNTING FIRM—**  
THE KIND THAT ACTUALLY HELPS BUILD YOUR BUSINESS.



*“AMS offers a fresh, objective point of view, then recommends and implements solutions. You can see the difference they make on your bottom line.”*

**BOB SIMONS**  
President  
The WH PLATTS Company  
North Charleston, SC



*“They don’t separate the financial part from the service part or the business development part, so we have a better understanding of how the parts fit together to determine profitability.”*

**LOUIS P. BATSON III**  
President  
Batson Architects  
Greenville, SC

AMS is a new kind of accounting firm, designed for businesses with up to \$10 million in annual sales. We can do your bookkeeping and develop a sales plan. Manage monthly reviews of your operations, pinpointing strengths and weaknesses. Monitor individual profit centers and show you how to hold them accountable.

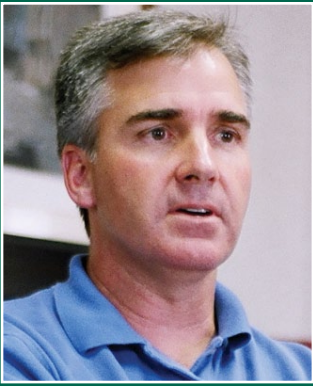
## **We’ll also help you transform your culture to build sales and profitability.**

If you’re paying a premium for your CPA’s services and struggling to associate the cost with the value, then we might be the right kind of accounting firm for you. We don’t spend your money watching the rearview mirror and talking to you about the past. We keep our eyes on the road ahead, so we can be more proactive and drive your company toward increased profits—even during a challenging economy.

Our work goes beyond fixing problems—although we do that—to focus on cultural transformation. This means bringing management and associates together, and teaching everyone to become more focused and productive with colleagues, customers and prospects.

## **What’s driving your profitability?**

It’s tough to be objective—to see what’s driving your profits—when you’re in the middle of day-to-day operations. That’s where we come in. We’ll look at your people and processes, and then bring you and your colleagues together. We’ll teach you how to become more focused and productive, building on what works and eliminating what doesn’t—to improve your profitability by as much as 200%.



*“AMS taught us how to communicate, which is important when you have no-nonsense thirty-year veterans training kids in their late teens and early twenties.”*

**RICHARD SALMONS**  
President/CEO  
Salmons Dredging Corporation  
Charleston, SC



*“Working with AMS is like having a heavyweight board of directors, guiding you with process improvement and giving you the backbone to do the right thing.”*

**JULES ANDERSON**  
President  
Anderson Insurance Associates  
Charleston, SC

AMS advisors work with you in high-intensity, one-on-one settings. Some of our clients have compared these engagements to hand-to-hand combat (having emerged stronger and more aware, they mean it as a compliment). We aren't consultants, offering critiques without deliverables from a safe distance. We work with you on-site and accompany you on sales or service calls, defining specific metrics for success and working alongside you to meet those goals.

The AMS process combines accounting and management services with implementation, which makes us more responsible and accountable. Together, we monitor our work and your company's increasing productivity, using new operational tools we provide and adjusting as needed. We deal in specific numbers you can track on a monthly basis. You'll see the actual financial losses resulting from your problems—plus the top- and bottom-line benefits of solving them.

### **Our Partnership for Performance™ with you**

We back our commitment to your improved profitability by setting new goals for net operating income and then deferring part of our fees until you reach those goals. We call this the Partnership for Performance. It's an expression of confidence in what we do and one of the values that separates us from other accounting firms. To help your drive toward increased profits, we can fill in at any level, such as sales or operations manager, moving your company forward without the additional expense of full-time personnel.

**Goals change. The values we help you define and then abide by don't. These values are the key to transforming your company's culture and driving increasing profitability. For more on AMS accounting and management services, contact Fred Rappaport, our CEO, at 843.422.1610 or [frappaport@theprofitdrivers.com](mailto:frappaport@theprofitdrivers.com).**



*“We focus on your values. Define them, abide by them and everything clicks into place.”*

**FRED RAPPAPORT**  
*Chief Executive Officer*  
Associated Management Services

## **PROACTIVE ACCOUNTING AND MANAGEMENT SERVICES THAT COMBINE THE METRICS OF FINANCIAL ANALYSIS WITH PROFESSIONAL DEVELOPMENT AND CULTURAL TRANSFORMATION:**

- Profit center and margin analysis
- Budget management
- Sales development and analysis
- Business valuation and succession planning
- Insights & Opportunities Report
- Organizational structural accountability
- Executive coaching
- Team building & coaching
- Communications development
- Advisors with extensive, relevant business experience
- One-on-one sessions, coupled with weekly meetings to build relationships through open communication and increased trust
- Partnership for Performance underscores our commitment to your increased profitability



**For more information, contact Fred Rappaport, AMS Chief Executive Officer, at 843.422.1610 or [frappaport@theprofitdrivers.com](mailto:frappaport@theprofitdrivers.com).**



Associated Management Services, Inc.  
1156 Bowman Road—Suite 200  
Mt. Pleasant, SC 29464  
843.416.1082  
843.416.1199 FAX  
**[www.theprofitdrivers.com](http://www.theprofitdrivers.com)**