

# CHRISTEEN ERA

FOUNDER, CEO

## CORE GROWTH STRATEGIES

Christeen Era is an accounting and consulting professional who has helped hundreds of small and mid-sized businesses improve their cash flow, post higher profits, and achieve stronger growth.

In her book *Profit First for Lawn Care and Landscape Businesses*, she provides an industry specific toolbox to help business owners manage their expenses and increase their gross profit margins to as high as 65%. In this book, Christeen identifies not only best practices in the industry but also the hidden bleeds that kill profits. Passionate about helping her clients flourish and grow, she is a certified Mastery level Profit First Professional, Pumpkin Plan Strategist, Fix This Next Advisor, and QuickBooks Pro Advisor.



**Core Growth Strategies' proven 6-step process provides the path to growth and profitability.**



**Christeen helps businesses become more profitable by creating insight and transparency through financials and strategic advisement.**



## WEBINARS, WORKSHOPS AND SPEAKING TOPICS\*

- Maximizing Your Profit with Profit First
- Accelerated Business Strategy
- How To Champion Change with your Team
- M&A 101
- From Good to Great- Identifying and Firing Ideal vs. Bad customers

\*Available in person or remotely

## WHAT OTHERS SAY...

**"The Profit First program...created a clear knowledge of cash flow and allowed me to meet all my expenses on time while defining a clear path of investing cash into the business to grow."**

**David Potts, Owner, USA Insulation Toledo, Kalamazoo**

**"Results are showing. Numbers don't lie. I'm anxious to keep progressing."**

**Don Zerby, Owner, EcoLawn**

**"I was able to see the connection between profitability and my ideal client, and my company is much better off today as a result."**

**John Quast, Owner, Mesa Turf Masters**



## OUTCOMES FOR YOUR BUSINESS

- Understanding the basics of Profit First and How to Use it to increase profitability.
- What you need to know to implement a successful strategic plan
- Discovering how to increase team buy-in and minimize friction during organizational change
- Understanding what M&A is and how to be successful with integration
- Recognizing your ideal customers and designing your products and strategies around them



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