

# THE SIMPLE NUMBERS<sup>SM</sup> PLEDGE:

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MARKET PAY FOR MARKET PERFORMANCE. **ELEVATE.**  
BOOKS CLOSED WEEKLY. **GROSS MARGIN THINKING. PAY OFF LINE OF CREDIT.**

**MAKE AN IMPACT.** DATA TO MANAGE BY.  
**SIMPLE DASHBOARDS.** ROLLING FORECASTS. NO TAX SURPRISES.

LABOR EFFICIENCY. CORE CAPITAL TARGET.  
**CASH FLOW.** MARKETING EFFICIENCY.

**OPEN BOOKS.** BUILD **WEALTH.**

# PROFIT.

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