

## **ABOUT EAGLE CORPORATE ADVISORS**

While many businesses can succeed without business coaching — some even doing very well — there often comes a time when even the most entrepreneurial of entrepreneurs begins to butt up against his or her own limits, whether those limits are time or knowledge. Or both.

It's for these business owners — those who are willing to admit they can't do it all and are seeking a qualified, trusted advisor — that Charles "Chuck" Mohler established Eagle Corporate Advisors in 2011.

Originally established to provide on-demand chief financial officer expertise, Eagle Corporate Advisors today works with business owners to improve and streamline all areas of their businesses. The ultimate goal: get the business running in a systematized manner and at peak performance. Systematizing the business allows the business to run well enough that someone else can take over the company's day-to-day operations and the business will perform well.

Down the road, this will help in possibly selling the business. (Potential buyers can be family members, a business partner or an outside person or company.)

Eagle Corporate Advisors' clients primarily fall into the \$5-50 million annual revenue range.

## **THE PROCESS**

Big changes — especially in larger companies — don't happen overnight. Eagle's individualized approach to helping clients make big changes and sound business decisions is methodical and incremental and keeps the long-term goal in mind at all times.

First and foremost in Mohler's approach is a positive attitude. "Why focus on the negative?" he often says. Even in his more challenging cases, the first question is always the same: "How can we make your company bigger, better, faster, stronger?"

When Eagle begins working with a new client, there's much foundational work to be laid. The client's core leaders start by going through an assessment process that covers everything from financials, to internal systems, to succession planning. Concurrently, Mohler begins learning everything possible about the business through his own observations and questioning, connecting with all the stakeholders involved in and around the business, from bankers, to customers and employees, to vendors. Building strong relationships and a cooperative team for his clients is critical, as the best ideas come forward when everyone feels both valued and invested in the process.

Once that step is complete, Eagle outlines and provides a detailed plan — including tracking methods and achievable metrics — to improve the worth of the client's company.

Included in the plan are the principle value drivers that Eagle can implement to help clients' businesses thrive:

- Planning
- Leadership

- Sales
- Marketing
- People
- Operations
- Finance
- Legal

To tackle these areas of Eagle’s plan, he identifies whether the client’s own company is capable of handling the outlined tasks or whether outside help needs to be brought in. If outside help does need to be brought in, Eagle Corporate Advisors will recommend trusted supplemental advisors.

Trusted supplemental advisors include specialized outside firms with which Eagle has existing relationships. Eagle is aligned with banks (“Most people get a bank account but don’t know their banker,” he says.), CPAs, estate planning attorneys, marketing firms, real estate professionals, wealth managers, insurance professionals, etc.

Throughout the process, Mohler works closely with the client, guiding them through the action plan, participating in key decisions and heading crucial strategies. Eagle is dedicated to asking the difficult questions to verify the validity of ideas and projects, as well as developing measures and filters for business performance. Throughout the relationship, Eagle provides clients with constructive listening and advice while still investigating cost-effective alternatives at every opportunity.

## **SERVICES**

Eagle Corporate Advisors exists to make its clients’ business and personal dreams come true. The services the company provides are as unique and individualized as the clients for which they’re conducted. Because big change doesn’t happen overnight, the company primarily works with clients on a retainer basis.

A sampling of services offered at Eagle Corporate Advisors include:

- Business assessments
- Facilitating mergers, acquisitions, negotiations, due diligence
- Succession planning: helping the founder change roles, retire or sell
- Evaluations, quantitative and qualitative
- Assisting in applying for a loan
- Putting the pieces in place to build a new location
- Improving cash flow/profitability problems
- Disentangling an owner’s personal finances from the business’
- Employee interviews or finding more suitable positions for employees who are struggling in their current roles
- Extraction from bad investments
- More

## **ABOUT CHARLES “CHUCK” MOHLER, CPA, CGMA, CEPA, CVGA**

*President and founder*

As president and founder of Eagle Corporate Advisors, Charles “Chuck” Mohler uses his vast experience in several areas of business to serve as the trusted advisor for business professionals who’ve realized they can’t always do it all.

Originally established as Eagle CFO Consulting to provide on-demand chief financial officer expertise, Eagle Corporate Advisors today works with business owners to improve and streamline all areas of their businesses, from mission and vision, to market and operational drivers. Examples include helping business owners strategize to improve processes as well as increase profitability and cash flow. Other benefits are value enhancement, transition planning, due diligence and strategy, to name a few.

Motivated by helping people achieve their dreams, Mohler has almost 25 years of experience in business operations, financial consulting, real estate lending and trust deed investments. He began his career as a staff accountant in a CPA firm before ultimately joining the family CPA business. From there, he branched out into financial consulting for businesses, property management, and handling trust management. He also was involved in a mortgage company handling private money lending, which led him to serving on the legislatively appointed Advisory Council on Mortgage Investments and Mortgage Lending for about five years. He is a certified public accountant, a chartered global management accountant, a certified exit planning advisor and a certified value growth advisor. A certified merger & acquisitions advisor designation is in progress. He also holds a bachelor’s degree in accounting from the University of Nevada, Las Vegas.

During the Great Recession, Mohler realized he had a gift for giving business owners sound, thoughtful advice. Because of his vast business background, people throughout the community — including hundreds from his own large family — for years had been coming to Mohler for his advice on decisions for their businesses. The demand finally became so much he had to begin charging for the time and effort he put into giving people counsel, and Eagle Corporate Advisors was born. Mohler comes from a long line of business owners, including his grandfather, father and uncles.

Mohler is a member of the Alliance of Merger & Acquisition Advisors, the Mid Market Alliance, the American Institute of Certified Public Accountants, the Nevada Society of Certified Public Accountants, Chartered Global Management Accountants, the Exit Planning Institute, the Henderson Chamber of Commerce and its economic development arm, the Henderson Development Association.

Even though he was born in Provo, Utah while his parents were still in college, Mohler’s a longtime Southern Nevadan (more than 40 years). By 1947, both sets of his grandparents had moved to Las Vegas and begun raising their families. Upon his parents’ graduation from college, they made Southern Nevada their permanent home as well.

In his spare time, Mohler, an Eagle Scout himself, volunteers for the Boy Scouts of America and is an active member of The Church of Jesus Christ of Latter-Day Saints. He also volunteers for

In12Days, a nonprofit, through his Leadership Henderson class (Class of 2016), among other organizations.

Mohler and his wife, Diane, have seven children, ranging in age from 7 to 22. They also have one grandchild.

## **Q&A WITH CHUCK**

### **Q: What are some signs that you need a business advisor?**

A: There are many warning signs, and if they have any of these signs, they need help: The team isn't working together, they don't know what they're trying to do and accomplish, and there's a lot of employee turnover. Everyone's just putting in their hours, but no one knows the company's objectives. There's ineffective leadership or real mission or vision or focus. Cash flow or profitability is not consistent or well understood. There's weak communication and the same issues keep coming up. Dissatisfied customers. All of these things are signs that something needs to be done.

### **Q: There are a lot of business advisors out there. What makes Eagle Corporate Advisors different?**

A: A lot of advisors don't use the detailed assessment tool we do, which means their plans for their clients aren't as individualized. Whereas, I am always keeping clients' specific goals, dreams and concerns top-of-mind in everything we do for them.

### **Q: Does every business need a business advisor?**

A: Yes, but some need them sooner than others. That being said, all business owners need advisors of some kind — an attorney, a CPA, an insurance representative, etc. There are so many pieces and moving parts. You can't do it alone. Not any one of us can know it all. Each advisor provides a qualified, different point of view and a new set of eyes. Additionally, you have an accountability partner to hold your feet to the fire.

That being said, many times a business owner ends up spinning in circles because they have gotten advice — some of it conflicting — from so many professionals, he or she doesn't know what to do. This is where a trusted business advisor can come into play. Someone in my position can interpret all of the advice and come up with an action plan that's in line with the owner's goals.

### **Q: What are the advantages or disadvantages of purchasing a business versus starting one from scratch?**

A: There are pros and cons of each. When you start your own business, you're really starting with nothing. You have an idea, and that's it. Can you turn that idea into something? Is there a demand for your product or service? Starting a business is no small feat.

When you buy a business, you already have systems and procedures someone else put in place. You can scale, make it faster, or help things run smoother. A lot of the groundwork is already done. However, that route can cost quite a bit more.

Ultimately, it depends on the dollars and time you have available as well as whether you have a passion for something in particular or are just interested in the financial gain.

**Q: What are some things to think about when considering whether to expand or to divest of a business?**

A: If you're considering an expansion of your business, I assume you're already doing something very well. So the next thing to consider is *how* you'd like to expand. Bring the same model to other jurisdictions? Or stay in the same area but expand your product or service offerings? You'll also want to consider how much of your own wealth is tied up in the business. If you expand what you've currently got, that's more eggs in just one basket.

One advantage to divesting of your business is, if you sell off a division or portion, you have the opportunity to split up some of your wealth so it's not all in one place. It opens up opportunities so you can invest in other things. A disadvantage is that, if you're getting into a new realm or something you don't know, you have a whole new learning curve to overcome.

Of course, you can do both in the realm of improving and expanding your business. Sell off a portion, take money out and grow your business larger with the help of other people. Then you get a second bite out of the apple when your business is that much larger.

All of this is based on the assumption your current business is running smoothly. However, if you're *not* properly running your business now, either of these options becomes counterproductive.

My advice is to find a balance between improving and expanding your enterprise – making it best in class – so you can get a lot of return out of it.

Essentially, you don't want all your eggs in one basket. If there's a downturn or change, you won't have any way to get your wealth out of that sole business.

**Q: What is one of the most common mistakes you see people make in managing their businesses?**

A: Co-mingling personal and business expenses, assets and activities. Even when people know they shouldn't, their habits have become a lifestyle. They use their business to sustain and support their lifestyle rather than grow their wealth.

**Q: As business owners are analyzing their own metrics and such, what are some of the red flags that trouble is to come?**

A: Actually, the biggest red flag is that many *aren't* looking at their numbers or other metrics. A lot of people only get financials done for a bank or some other entity that requires them and aren't really looking at them otherwise. They should be looking for trends and the effects of their decisions.

**Q: How long does it take for a client to start seeing the return on investment from engaging your services?**

A: Because there's so much foundational groundwork, it takes, on average, about six months for clients to start seeing an ROI or an understanding that value is being created.

**Q: Do you have any advice for aspiring entrepreneurs?**

A: Dig in and do it. You've got to give it a try. But do your due diligence and don't go off of emotions. Don't get so excited you skip steps. Set up your entity correctly, hire the right people, etc. Don't be so afraid of making mistakes that you don't do it; just take the time to do it right.

**CONTACT**

**Media**

Melissa Biernacinski  
Director of Public Relations/Reputation Manager  
Imagine Communications  
E: [mbiernacinski@weareimagine.com](mailto:mbiernacinski@weareimagine.com)  
P: 702-837-8996

Tiffannie Bond  
PR Coordinator/Company Photographer  
Imagine Communications  
E: [tbond@weareimagine.com](mailto:tbond@weareimagine.com)  
P: 702-837-8996

**Advertising**

Sheri Long  
Account Manager  
Imagine Communications  
E: [slong@weareimagine.com](mailto:slong@weareimagine.com)  
P: 702-837-8996