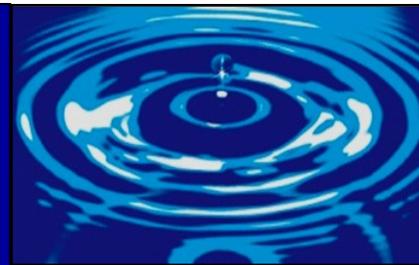


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Keeping Fit

Know your "vital signs".

Monitor your KPI's.

Review your goals and plans annually.

Talk to a professional.

Investment Banking

Mergers & Acquisitions

Restructurings

Workouts

Recapitalizations

Corporate Finance

Negotiations

Value Enhancement

I have just undergone my annual physical exam, complete with a CT scan of my heart, stress test, and blood test. The result is, for a 51 year old man who is about 30 pounds over-weight, I am in perfect health.

There is a certain empowerment knowing that, having undergone extensive examination, I'm in good health. It is also good to know the few things I can do to improve.

Considering this got me to thinking how many companies I have come in contact with over the years who unexpectedly experience problems. They might have detected warning signs early, had they had a "checkup".

Many companies are accustomed to developing and maintaining a strategic plan or annual operating plan, but often fail to reach out to a professional to provide a critical analysis of their plans.

This outside look can be extremely helpful in establishing appropriate benchmarks and key performance indicators.

By determining which "vital signs" a company should monitor, management can quickly determine the overall health of the company, and make adjustments

as necessary to continue in the right direction.

Also, it is important for owners to be aware of areas where improvements are needed.

Often, owners are so focused on daily operations that they fail to consider such things as their potential future exit from the business, the strength of their management, and opportunities to increase value.

Business owners should review, at least annually, their personal tax planning, estate planning, and financial goals.

They should also review the adequacy of their insurance policies, legal issues, and accounting.

Using a professional to ask the right questions can help the business take an objective look at themselves in light of the competitive environment, changing technology, and the ever-changing legislative and political world around them.

Having this annual assessment of the overall health of the company can be beneficial in staying ahead

of the competition, and positioning oneself to take advantage of opportunities.

Business owners who have taken the time to consider these issues and address weaknesses will find themselves stronger and more capable of handling adversity when it looms ahead.

There is a sense of empowerment that comes with knowing the state of your health and knowing what you can do to improve it. This is true both personally and corporately.

Management Advisory

Corporate Leadership

Turnaround Management

Exit Planning

Succession Planning

Strategic Planning

Interim Management

Time for a Check Up

Lazarus Real Estate Advisors, Inc.

REO asset Management

Distressed Asset business plans

Debt and Equity Financing

Loan Workouts

Restructurings

1031 Exchanges

Syndications

Business Brokerage

Lazarus Resources recommends that businesses have a semi-annual checkup. This is a service we provide to many of our clients to assist them to stay fit.

During a checkup, we:

- Benchmark and update the company's vital statistics
- Take a snapshot of its key resources and needs
- Assess its overall health

- Identify potential problems and make recommendations to improve performance and increase value.

The resulting report provides a baseline measurement of the health of your business and provides suggestions for improvement.

The cost is only \$4,500 and requires about two half days of your time. We deliver the results in about 2 weeks.

Isn't it time you made an appointment for a checkup?

For more information about improving the performance, and therefore the value of your company, contact us at **Lazarus Resources Group** today.