

FOR REFERRAL PARTNERS

WE GET YOUR CLIENT DEAL-READY.

Investor-grade clarity. Operator-level execution.

Indiana's embedded CFO and Operating Partner firm for owners, founders, and acquirers in the lower middle market (\$3M to \$30M revenue). We embed inside the business, drive the value creation plan, and build the leadership team that runs it. Statewide, and selectively across the Midwest when the fit is right.

Equity-aligned by design. Cash retainers cover the work. Equity participation aligns the long-term outcome. Your client never works with a partner whose incentive is to churn them or hand them off.

SIX THINGS WORTH KNOWING.

WE WORK INSIDE THE BUSINESS.

We attend leadership meetings, log into the financial systems, sit across from the banker, and run the cadence. Not advisors with slides.

TWO OPERATOR-PARTNERS.

Jared Luegers, CFA (Founder & Operating Partner). Ryan Anoskey, CPA (CFO Partner; 100+ Quality of Earnings engagements and valuations).

WE NEVER COMPETE FOR YOUR FEE.

Retainer for project work. Retainer plus equity participation on embedded engagements. No commissions. No success fees. No referral kickbacks.

WE REFER OUT WHEN WE'RE NOT THE FIT.

When the binding constraint is outside our lane, we recommend the right specialist. Yours, or one of our trusted partners. Steady-state operators get referred to a traditional fractional CFO.

GROWTH-THEN-TRANSITION FIT.

Energized owners over a 2 to 7 year transition horizon. The profitable 55-to-65-year-old planning a deliberate exit is exactly our client.

HOW WE EMBED.

01 CFO PARTNER

Operators who do finance. Monthly close, KPI dashboards, cash forecasting, lender and board reporting, capital raise prep, exit prep. *Refer: any client where the numbers don't answer the question.*

02 OPERATING PARTNER

Operators who drive the value creation plan. Strategy, KPI dashboard, operating cadence, talent build (right people in right seats), commercial levers (pricing, sales, concentration), operational levers (working capital, process, productivity), outside accountability. Replaceable by design. *Refer: any client whose plan needs an owner or whose execution is not happening.*

03 ACQUISITION PARTNER

Deal sourcing, diligence, capital coordination, 100-Day Plan, post-close integration. *Refer: searchers, independent sponsors, family offices, owners pursuing tuck-ins.*

6 WHEN TO REFER.

LIMESTONE serves six buyer types. We're built for clients with growth, transition, or special-situation ahead.

Steady-state operators with no event on the horizon are usually better served by a traditional fractional CFO at a lower cost. We refer those out, gladly.

OWNER-OPERATORS

\$3M–\$30M revenue, owner-led, with growth or transition ambition ahead. *Refer when: books behind, team stretched, \$500K decisions with \$50K of finance function.*

GROWTH-STAGE & EMERGING

Founders 18+ months in, or entering a growth chapter. *Refer when: cash visibility poor, fundraising prep messy, stuck at the same revenue 24+ months.*

ACQUIRERS & SEARCHERS

ETA buyers, search funds, independent sponsors, corporate acquirers, family-office buyers. *Refer when: a buyer needs an operator from term sheet through the first 18 months.*

PE & FAMILY OFFICES

Investors with portfolio companies in the lower middle market. *Refer when: post-close stabilization, portfolio reporting, value creation, or exit prep.*

OWNERS PREPARING TO EXIT

Owners 12 months to 7 years from a sale, generational transition, or strategic exit. *Refer when: numbers need to be diligence-ready, multiple is at risk, next gen taking over.*

DISTRESSED & SPECIAL SITUATIONS

Cash-tight, lender-pressured, or covenant-stressed companies. *Refer when: stabilization needed in days, not weeks. Calm and zero judgment.*

4 YOUR CLIENT'S PATH.

01

FREE

FOUNDATION CHECK

Your client gets their **Bedrock Score** on our website. 24-hour reply.

02

FREE

CORNERSTONE SESSION

30 to 60 minutes with both partners. We name the binding constraint.

03

PAID

QUARRY-TO-CAPSTONE DIAGNOSTIC

Three to four weeks. Your client receives the **Capstone Report**.

04

ENGAGE

LIMESTONE ENGAGEMENT

Advisory or Embedded. Driven by your client's **Value Creation Plan**. **90-Day Plan** as the first deliverable.

THE PEOPLE BEHIND THE WORK

MEET
THE TEAM.



JARED LUEGERS, CFA

FOUNDER & OPERATING PARTNER



Builder by instinct, operator by track record, investor by training. Grew the CFA Society of Indianapolis forum from ~120 to 350+ members at the Speedway and served two terms as president. Has run operations through a \$200M strategic sale and separately helped acquire a small Indiana operating business. Founder of OWN Indiana (The Indiana Owner-Operator Network). From Jasper, Indiana.

RYAN ANOSKEY, CPA

CFO PARTNER



Finance-first operator. Builds the systems and runs them with you. 13+ years in transaction due diligence, valuation, audit, and corporate finance, including roles at Roche and Blue & Co. 100+ Quality of Earnings engagements and valuations delivered. From Evansville, Indiana.

NEXT STEP

MAKE A
WARM INTRO.

The cleanest way to refer is a one-line email introducing your client to Jared. We take it from there with a free Cornerstone Session.

CONTACT

Email jared@limestonesp.com

Phone 317.820.2468

Web www.limestonesp.com

