

FOR WEALTH ADVISORS



PROTECT THE ASSET. PROTECT THE CLIENT.

The embedded operator behind your client's largest illiquid holding.

LIMESTONE provides embedded CFO and Operating Partner support for business-owner clients whose net worth is concentrated in a privately held business. We do the operating work that protects the asset, prepares the exit, and protects your relationship with the owner.

FOUR THINGS WORTH KNOWING

THE OPERATING WORK BEHIND THE ASSET

For most owners, the business is the bulk of net worth. We do the embedded operating work that makes it diligence-ready, transferable, and worth what your client thinks it's worth.

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 THE WEALTH RELATIONSHIP

No commissions. No success fees. No referral kickbacks. We're in the operating lane only. Your client's wealth-management relationship stays yours.

GROWTH-THEN-TRANSITION FIT

Indiana-rooted. 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.

Equity-aligned by design. We make money only twice, on the retainer for the work we do and on the equity if the business actually wins. Your client never works with a partner whose incentive is to churn them or hand them off.

ACROSS YOUR CLIENT'S LARGEST ASSET

SIX PIECES OF WORK.



01 MAKE BUSINESS TRANSFERABLE.

For clients over-concentrated in an operating asset. Operating work that makes it diligence-ready.

03 REDUCE OWNER DEPENDENCY.

Hire the #2. Distribute decision rights. Document the systems.

05 FINANCIAL INFRA FOR CAPITAL EVENT.

Raise, refinance, partial liquidity, recap. Diligence-ready financials and lender package.

02 BUILD MULTIPLE IN 36-MO WINDOW.

For owners 2 to 7 yrs from transition. Operating value compounds in the years before a buyer arrives.

04 DOCUMENT FAMILY EQUITY.

Cap table, buy-sell, generational handoff plan. Implied arrangements cost money at exit.

06 SUB-\$2M EBITDA QOE PREP.

When the operating business is too small for the big QoE firms. **Buy-sell updates, pre-sale prep, estate planning.** 100+ QoE engagements behind the work.

THE PATH YOUR CLIENT WILL WALK

01

FREE

FOUNDATION CHECK

Bedrock Score on our website.
24-hour reply.

02

FREE

CORNERSTONE SESSION

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

03

PAID

QUARRY-TO-CAPSTONE DIAGNOSTIC

Three to four weeks. Capstone Report delivered.

04

ENGAGE

LIMESTONE ENGAGEMENT

Advisory or Embedded. Driven by **Value Creation Plan**. 1 to 4 years active.



JARED LUEGERS, CFA
FOUNDER & OPERATING PARTNER

Builder by instinct, operator by track record, investor by training. Founder of OWN Indiana. Has run operations through a \$200M strategic sale and helped acquire a small Indiana operating business. From Jasper, Indiana.



RYAN ANOSKEY, CPA
CFO PARTNER

Finance-first operator. 13+ years in transaction due diligence, valuation, audit, and corporate finance. 100+ Quality of Earnings engagements and valuations delivered. From Evansville, Indiana.

MAKE A WARM INTRO

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BUILT IN INDIANA
BEDFORD LIMESTONE COUNTRY

FROM QUARRY TO CAPSTONE · BUILDING INDIANA'S ENTREPRENEURIAL LEGACY

Indiana's embedded CFO and Operating Partner firm