

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.

*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. No commissions. No success fees. No referral kickbacks. Your client never works with a partner whose incentive is to churn them or hand them off.*

# SIX THINGS WORTH KNOWING.



## THE OPERATING WORK BEHIND THE ASSET.

For most business owners, the privately held 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.

## 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.

## TWO OPERATOR-PARTNERS.

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

## WHERE WE WORK.

Indiana-rooted. Statewide and selectively across the Midwest when the fit is right. We know the banks, the attorneys, and what it takes to run a real business in this state.

## 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, not exiting because they're tired, 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. *What you refer: any client where the numbers don't make sense or they can't answer the question.*

### 02 OPERATING PARTNER

**Operators who drive the value creation plan.** Strategy, operating cadence, talent build (right people in right seats), commercial and operational levers, outside accountability. Replaceable by design. *What you refer: any client whose strategy is fine but the owner is the bottleneck.*

### 03 ACQUISITION PARTNER

**Operators who do deals.** Deal sourcing, diligence, capital, post-close integration. *What you refer: clients pursuing tuck-ins, family-office buyers, or owners exploring buy-side growth.*

ACROSS YOUR CLIENT'S LARGEST ASSET

# PIECES OF WORK.



Operating work on your client's largest illiquid holding. Project work is fixed-fee. Embedded engagement (CFO Partner and Operating Partner) is monthly retainer.

**Make the business transferable.** Embedded operating work that makes the asset diligence-ready, transferable, and worth what your client thinks it's worth.

**Reduce owner dependency.** Hire the #2. Distribute decision rights. Build the leadership bench so the business isn't capped by the owner.

**Capital-event infrastructure.** Raise, refinance, partial liquidity. Embedded CFO Partner delivers the model and the diligence-ready financials.

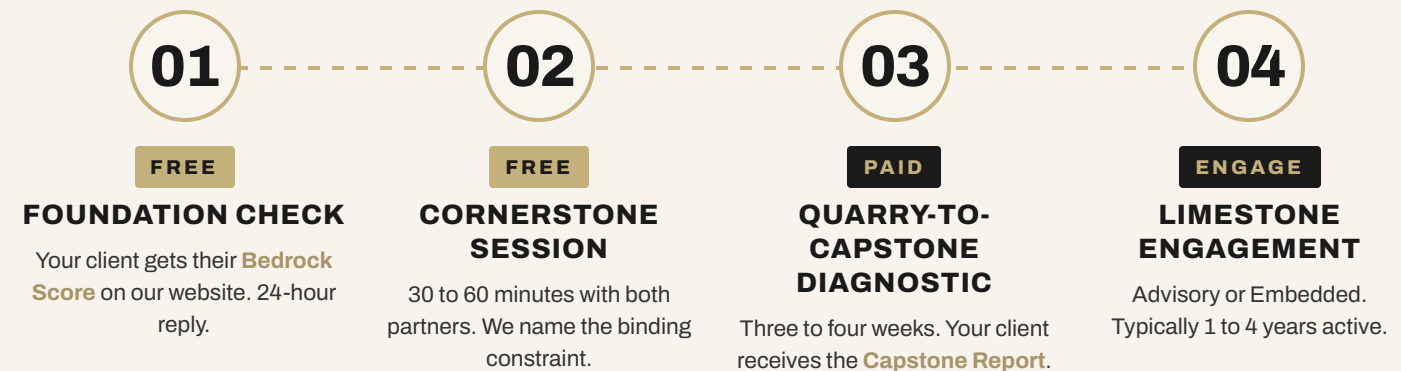
**Build the multiple in the 2-to-7-year window.** Clean financials, leadership accountability, growth cadence, exit prep before a buyer arrives.

**Document family equity structure.** Cap table, buy-sell, generational handoff. Implied arrangements cost money at exit.

**QoE prep for sub-\$2M EBITDA exits.** When the business is too small for upmarket QoE firms. Useful for buy-sell updates, pre-sale prep, estate-planning conversations.

STEPS · YOUR CLIENT EARNS EACH ONE

# YOUR CLIENT'S PATH.



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. Founder of OWN Indiana (The Indiana Owner-Operator Network). Has run operations through a \$200M strategic sale and separately helped acquire a small Indiana operating business. 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. No commissions, no contracts, no kickbacks. Just goodwill and reciprocity.

### CONTACT

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**Phone** 317.820.2468

**Web** [www.limestonesp.com](http://www.limestonesp.com)



BUILT IN

## INDIANA

BEDFORD LIMESTONE COUNTRY

FROM QUARRY TO CAPSTONE · BUILDING INDIANA'S ENTREPRENEURIAL LEGACY

Indiana's embedded CFO and Operating Partner firm