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Growing Business this Spring

Dear Advisor,

We're excited to share with you some new advances we've made in offering more value to Trusted Advisors. We hope this issue of the RAI Stone Group newsletter kindles new insights and methods to deepen your practice as you help your clients and customers grow.

Happy Spring!

Sam Zordich CEO

Our Locations

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8:00AM-5:00PM

Growing Trust

Share your experience.

Whether you own a small business or consult to small businesses, you know you don't give or receive business if there isn't a foundation of trust on which to first build the relationship.

Click [HERE](#) and scroll down the page to watch a short video on how one trusted advisor, Nina Stillman from Stillman Law Offices, helped her Small Business Owner clients understand the financial impact of planning decisions. Nina used RAI Stone Analytics® to show the value of the services she provides, which solidified the relationships with her clients and gave her a competitive edge in the marketplace.

Adopt What Works

Growing through informed choices.

Nobody can beat us on the usability of the RAI Stone Analyses or the usefulness of the information we provide to Trusted Advisors who want to help their small business clients grow. But that doesn't mean we don't have competitors.

In the spirit of providing informed choices, we've compiled a list of solutions that analyze the economies of business operations. You can view the features side by side to quickly see which products work best for your purpose.

To access a list of RAI Stone's competitive features, click [HERE](#). For the full chart, [Contact Us](#) and let us know you want a pdf copy of the RAI Stone Analytics® Comparison to the Industry emailed to you.



Open New Spaces

Get LinkedIn with us!

Looking around at the social media landscape, we could not find a group for Trusted Advisors working with small business clients to help them answer these two burning questions:

- "What's the best way to grow my business?"
- "How do I find the money?"

So we launched our own group on LinkedIn called RAI Stone Analytics®.

One of the questions we posted was about how others *demonstrate* their value instead of just *telling* their value. This is tricky considering how many of us want to buy but hate being sold to. What are your thoughts?

Click [HERE](#) to participate and share your wisdom and experience so that we help each other grow our own practices!



Tease Out Treasures From Financial Statements

Do you remember passing secret notes as a kid? You probably used a special language or code so that only your best friend would be able to read the message.

When it comes to financial statements, don't we often feel the same, that somehow the key to decipher them has not been given to us? Your Small Business Clients feel this every time they are presented with a financial document that was not intended or designed for them in the first place.

Resolving this conundrum is at the heart of why we created RAI Stone Analytics®. We will shortly publish a White Paper and presentation addressed to Advisors, giving them keys to analyze financial statements in a way that is meaningful to their Small Business Clients. To receive the White Paper on decrypting the financial code, please [Contact Us](#) and tell us you want to receive Measure the Dynamics of Profitability: A Framework for Small Business Economies.