



FREEPORT

MERCHANTS ASSOCIATION
FLORIDA

BUSINESS CHECKLIST

LEGAL (Formation, initial documents, etc)

CONTACT: Laura Pentel-Klang

KEY POINTS:

- Business Entity Formation
 - Operating & Shareholder Agreements
 - Leasing
 - Maintaining Corporate Books
 - Contract Reviews
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TECHNICAL INFRASTRUCTURE (Network, computers, security)

BUSINESS: NorthStar Global

CONTACT: Ethan Barfield

KEY POINTS:

- A technology use and resource plan
 - User and cyber security plan
 - Business continuity and data backup plan
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INSURANCE (Liability, health, etc)

BUSINESS: State Farm Insurance

CONTACT: Kenton Miller & James Stater

KEY POINTS:

- Property Coverage
 - Loss of Income
 - Equipment Breakdown
 - Liability Coverage
 - Computer Property
 - Signage Coverage
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SALES (Sales process, planning/forecasting, training, staffing, etc)

BUSINESS: Sol Solutions

CONTACT: Keith Miller

KEY POINTS:

- Ongoing meetings with the sales team
- A customized Customer Relationship Management System
- A sales forecast with assigned goals for each sales team member
- An incentive plan that rewards the proper behaviors and outcomes
- Clear & transparent “predictive” metrics
- A comprehensive Sales Plan

LOCATION (Home or physical office, finding space)

BUSINESS: Fathom Realty

CONTACT: Lori Logue

KEY POINTS:

- Virtual or Brick and Mortar
 - Location of Competitors
 - Lease or Buy
 - Zoning
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MARKETING (Logo, website, other collateral material and plan)

BUSINESS: Clutch Media Works

CONTACT: Jill Tanner

KEY POINTS:

- Developing your branding
 - Getting verified on Google
 - Developing a marketing budget
 - Creating a user and mobile friendly website
 - Setting up other social media platforms properly
 - Choosing the best marketing avenues
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ACCOUNTING (Have bookkeeping processes in place, tax filing, etc)

BUSINESS: JNS Financial Services

CONTACT: Nanci Spears

KEY POINTS:

- Choosing the right tax structure
 - Payroll
 - Contractors or Employees
 - Accounting Software
 - Understanding estimated tax payments
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FINANCIAL (Corp investments, retirement plan options)

BUSINESS: Blanken Management

CONTACT: Bill Blanken

KEY POINTS:

- Business Corporation Structure
- Retirement Plan Options (Employer Sponsored Plans)
- Succession Planning
- Budgeting and Cash Reserves
- Setting Investment Goals (For business and for employee retention)



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