

## **Key Ratio Analysis**

Ratios, ratios, and more ratios! What do they really mean?

Many financial professionals including attorneys, bankers, CPAs, CFO/controllers, financial analysts, and various “credit” underwriters use ratios on a regular basis. But do they always use the same ratios and more importantly, do they always interpret the ratios in the same manner? This seminar will provide the attendee with a “five-step” analysis plan including liquidity, activity (A/R, A/P, and inventory turnover), leverage, operating performance, and cash flow analysis. The cash flow analysis section will include traditional “EBITDA,” cash basis, personal (business owner), and commercial real estate cash flow analyses.

Two case analyses will be presented to illustrate ratio analysis including the various cash flow analyses.

### **Objectives**

- Utilize a “five-step” ratio analysis plan for general application of financial ratio analysis including EBITDA, cash basis, personal, and commercial real estate cash flow analyses.
- Practice “negotiating” with other financial professionals using the ratios.
- Case analyses: Applying the concepts!

### **Who Should Attend**

All attorneys, accountants, and business executives that want to better understand the “financial ratios” of small to medium-size businesses.

### **Author/Instructor**

David L. Osburn, MBA