

SVA Accounting Spotlight on Service: Peer Benchmarking Drives Strategic Decisions

Benchmarking your business provides a baseline of where you are today and can provide a launching point to help you achieve your future goals. Do you know how your company measures up?

Hi, I'm Mike Gustafson, principal at SVA. We use the benchmarking process at SVA to help clients compare themselves to peer companies and identify financial performance areas that they are excelling in or areas where they're underperforming. The peer companies are businesses of comparable size, type, and location. Some of the financial performance areas include cash flows, return on company assets, leverage, return on owner investment, and profit margins. We are able to provide a report card that helps you identify your company strengths and weaknesses. This report also provides you the method to better identify areas of focus when planning for your company's future. Once the benchmarking is complete and areas for improvement are identified, SVA works with you to determine strategies to implement which will improve performance and your bottom line. Call us to see how your company measures up and start the benchmarking process.