



Primary Services

Who & What We Are

Financial Resource Associates is a highly respected profit improvement consultancy that has been serving the Midwest for over thirty years. Best known for its successful turnaround work, FRA's five professionals have also been quietly helping healthy companies solve long-standing problems.

Our people and processes are ideally suited to work alongside a client's management team, helping drive meaningful change. Each associate has been a successful C-Suite executive (CEO, COO, and/or CFO). They thrive on change and are quick to spot and zero-in on underlying problems. Strategically focused, they are also excellent communicators, accustomed to reconciling proposed actions to the client's strategy and objectives.

How We Can Help

- **Crisis Management**

Often referred to their clients when a banker believes a commercial loan may be in jeopardy, Financial Resource Associates has built a stellar reputation for quickly adding value and improving cash flow. Savvy business owners don't wait to be told and know that the earlier they engage FRA, the better their outcome.

- **Interim Executive**

The untimely loss of a key executive can be catastrophic if an adequately prepared successor is not readily available. Financial Resource Associates' team of highly seasoned executives can be counted upon to maintain the company's momentum while assisting in the search for a replacement.

- **Temporary Resource**

Local executives have found Financial Resource Associates particularly helpful in solving longstanding impediments to quality or efficiency. FRA adds a focused resource on a temporary, and sometimes part-time, basis helping the company succeed while remaining lean.