

PERSONAL MARKETING RESUME CLE ROYAL, BUSINESS ADVISOR



Cle Royal
Business Advisor
Tarrant Small Business
Development Center
(817) 515-2605
Fort Worth Business Assistance
Center
Arlington Chamber of Commerce

My clients tell me that I excel in helping them understand their business financial story by using my proprietary system that explains "Accounting One Transaction At A Time." If you want to understand your financial story to increase profits, I want to help – I can help! Other areas of assistance is listed under "My Certification/Tools." I get to do these amazing things in a program funded by the Small Business Administration, State of Texas and Tarrant County College for economic development, so there is no cost to your business. Call me now at 817 515-2605.

Our Process

The Tarrant SBDC helps existing and prospective business owners grow their business by offering a wide variety of services, including one-on-one advising, assistance with loan proposals, accounting, market research and management assistance. The SBDC network provides a strong conduit to business partners and resources, and offers expertise in finance, QuickBooks, and government contracting. Working with an SBDC Business Advisor will considerably improve your chance for success.

Resources Available

- Business Advising
- Team of 5 Advisors
- Advisors have actual banking, financial management, manufacturing experience
- Full suite of services to facilitate access to capital
- Financial Analysis and Benchmarking
- QuickBooks Troubleshooting
- Business Plans
- Market Research

Accomplishments

- Helped clients finance \$3.4 million in 2014-15 fiscal yr.

Certifications & Tools

- Certified Business Advisor
- Certified EDSP Economic Development Finance Professional
- Certified: QuickBooks Pro Advisor
- Author: Accounting One Transaction At A Time
- Creator: Entity Selection Tax Model
- Instructor: QuickBooks Online and QuickBooks Desktop Classes
- Developer: Accounting Errors in QuickBooks that Kill Loans
- Originator: Texas Sales and Use Tax Model
- Designer: Visionary Business Planning
- Advisor: Equity Crowdfunding

Satisfied Clients

"I was afraid of my financial story for a very long time. I was embarrassed to tell my employees - most of all my spouse - about this fear. Then came "Accounting One Transaction At A Time." I quickly discovered everyone in class had some degree of my fear. Cynthia and Cle created a learning environment of trust. They were not judgmental, but demonstrated that our business survival depended mainly on understanding our financial story."

-Anonymous Client

"I trust Cle with my business life."

**-Richard Ringo, President
RBR Construction Inc**

"[A] person who helped us immensely [obtain SBA loan] is Mr. Cle Royal, our Small Business Development Center advisor. .. We would wholeheartedly recommend his services to other small businesses."

**-John & June Brookshire, Owner
Shield Bearer, Inc.**

2015 Governor's Small Business Award

"We will forever be grateful for the guidance Cle Royal provided in the business acquisition we made... We would recommend him to anyone serious about going after the attainable dream of business ownership!"

**-Hazel Russell, Owner
MX Systems, LLC**