

[LET'S KEEP THIS
In The Family.]

TWO THINGS THAT KEEP ROCKY'S ACOUSTICS GOING STRONG: CHARLIE'S ADVICE AND LOW OVERHEAD



Charlie Epstein and Keith LaFlamme

Staff retention is a slightly bigger deal for Keith and Maureen LaFlamme than it is for many business owners. Sure, retention is important to Rocky's Acoustic for many of the reasons it's important to many small businesses. Rocky's staff is small — seven people in total, including Keith and Maureen, so there's a sense of family about the crew. And as with most businesses that require skilled workers, it makes more economic sense for Rocky's to keep the workers it has than to constantly find and train new staff. But there's also the fact that Rocky's is in a highly competitive industry: selling and installing drop ceilings for commercial facilities, hospitals, schools, homes and other buildings. Most work is awarded by bid. Keith and Maureen know they not only need to deliver on their promises to general contractors, but to get jobs done efficiently. The seasoned pros who make up Rocky's staff allow them to operate within tight budgets and tight timelines. So Keith and Maureen provide good pay and offer good benefits. It's helped them keep their staff steady since they purchased the business in 1999. Charlie Epstein and his 401k Coach[®] Retirement Plan Solution[™] have been part of the picture since day one.

Charlie set up a 401(k) plan for Rocky's crew right after Keith and Maureen took over from Rocky's founder Ralph "Rocky" Rocheford. Charlie uses his Desirement Planning[™] process to get Rocky's staff members excited about the company's retirement plan and actively involved in making decisions regarding their 401(k) investments. Charlie's Edutainment approach gets participants to recognize how the decisions they make today will affect their lifestyle in the future. And by getting staff actively involved in working toward the retirement lifestyle they want, Charlie helps Keith and Maureen hang on to the pros that keep their business moving smoothly. Charlie is also helping Keith and Maureen plan for their retirement, a process that includes creating a succession plan for the business. A former Rocky's employee himself, it's important to Keith to groom a current worker to take over when he's ready to step aside.

Charlie can help improve staff retention at your business, too. A member of the original class of Certified Family Business Specialists from the American College, Charlie has been providing guidance to owners of closely held businesses for more than 27 years. With Desirement Planning[™], he can help you keep your business staffed with people who will help it succeed and grow. With Charlie's organization and expertise on your side, you can position your business so there's never a ceiling on its potential.

EPSTEIN FINANCIAL SERVICES



Charlie Epstein, CLU, ChFC, AIF[®], Certified Family Business Specialist
Talk to us about The Family CFO[®] process.

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