

Where Is Your Business Losing Money?

Check every box that applies. Most businesses find 4–6 issues — each one is money we can help you recover.

■ PAYROLL & STAFFING

- We don't track total labor cost per employee (wages + taxes + benefits)** HR AUDIT
True cost is 1.3x base wage. Most owners underestimate by 20–30%.
- Employees are often over/under-scheduled** OPERATIONS
Inefficient scheduling directly inflates your #1 expense.
- No written employee handbook or onboarding process** COMPLIANCE
CA labor law violations cost \$5K–\$25K+ per incident under PAGA.
- Turnover is high or we struggle to keep good staff** HR SYSTEMS
Replacing one employee costs 50–200% of their annual salary.

■ RENT & OCCUPANCY

- We've never benchmarked our rent vs. comparable SoCal locations** COST AUDIT
Overpaying by 10% on a \$5K/mo lease = \$6K wasted per year.
- Utility costs feel high but we've never audited them** OPERATIONS
Lighting, HVAC, and equipment upgrades often pay back in 12 months.
- We don't have a clear lease renewal strategy** STRATEGY
Most landlords expect you to accept renewal terms as-is. They're negotiable.

■ MARKETING & ONLINE PRESENCE

- Our Google Business Profile hasn't been updated in 6+ months** GBP OPTIMIZATION
Stale profiles lose up to 40% of local search clicks to competitors.
- We have fewer than 50 Google reviews or haven't responded to them** REVIEW STRATEGY
93% of consumers read reviews before visiting a local business.
- We don't have a consistent social media or email presence** SOCIAL + EMAIL
Customers who engage digitally spend 20–40% more on average.
- We're not sure how new customers are finding us** ANALYTICS
Without tracking, marketing spend is a guess — not a strategy.

■ FINANCE & CASH FLOW

- We don't have a 90-day cash flow forecast** CASH FLOW PLAN
51% of small businesses cite uneven cash flow as a top challenge.
- We haven't reviewed our pricing strategy in 12+ months** PRICING AUDIT
Costs have risen 15–25% since 2022 — has your pricing kept pace?
- Bookkeeping is behind or done manually** BOOKKEEPING
Delayed books mean delayed decisions — and surprise tax bills.
- We don't know our gross margin by product/service line** MARGIN ANALYSIS
Low-margin items may be your most time-consuming. Do you know which?

■ TECHNOLOGY & OPERATIONS

- Our POS system doesn't integrate with inventory or accounting** TECH AUDIT
Manual re-entry wastes 3–5 hours/week and introduces costly errors.
- We don't have a loyalty or repeat-customer program** SYSTEMS SETUP
Acquiring a new customer costs 5x more than retaining an existing one.

YOUR SCORE:

0–2 boxes: Strong foundation — let's optimize. 3–5 boxes: Real savings on the table.
6–9 boxes: Significant opportunity — book a free assessment. 10+: Let's talk urgently.

Ready to stop leaving money on the table?

Book your FREE 30-minute Business Health Check at TailoredBlend.com | No obligation. No jargon. Just clarity.

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