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RAINMAKER  
COMPANIES



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## The Rainmaker Companies Announces Strategic Partnership with Corporate Value Metrics

Nashville, TN - The Rainmaker Companies, a leading provider of transformational training, coaching and strategic planning to promote growth and resource sharing to accountants in public practice, is pleased to announce a strategic partnership with Corporate Value Metrics, an organization that helps private business owners maximize the value of their businesses through the use of its proprietary, web-based software tool, The Value Opportunity Profile® (“VOP®”).

“The Rainmaker Companies is fully focused on delivering value to accounting firms that want to grow their business, and Corporate Value Metrics is a great fit as our strategic partner. “The VOP allows accounting firms to differentiate themselves by offering clients meaningful, realistic tactics they can use to grow their businesses and generate more market value,” explained Dan Brooks, CEO of The Rainmaker Companies.

The VOP® assesses a company across the entire enterprise, providing quality and risk ratings in 47 different categories, a baseline estimate of current business value, a detailed roadmap of recommended initiatives geared toward maximizing future value, and a dashboard to conduct “what if?” analysis, all in a cost-effective, time-efficient tool that can be used in multiple applications.

The VOP is designed to strengthen companies, prepare them for growth, and maximize long-term value. Developed for advisors of companies with revenues from \$5M – \$300M, the VOP® can help increase company values by 80% – 100%. The VOP is the most advanced market value toolset available as it utilizes a unique platform of standardization for professional accounting, valuation, M&A, exit planning and turnaround firms, enhancing service quality, efficiency, and profitability, across functional disciplines, vertical markets, and multiple offices.

“Our alliance with The Rainmaker Companies is of major importance to us”, said Ken Sanginario, founder and developer of the VOP®. “They are leaders in helping accounting firms evolve to the next level, and that makes them an ideal strategic partner. Together, we can help accounting firms to more easily and more successfully, provide broad-based business advisory services and be less reliant on compliance services. We look forward to all the value that we can bring to the accounting industry together.”

The Rainmaker Companies and Corporate Value Metrics have tremendous synergies in working together to promote growth, generate client value, and position accountants and consulting professionals as key business advisors to middle market business owners.

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