

# HOW TO ACHIEVE 48% PROFIT MARGINS ON THE SALE OF INVENTORY

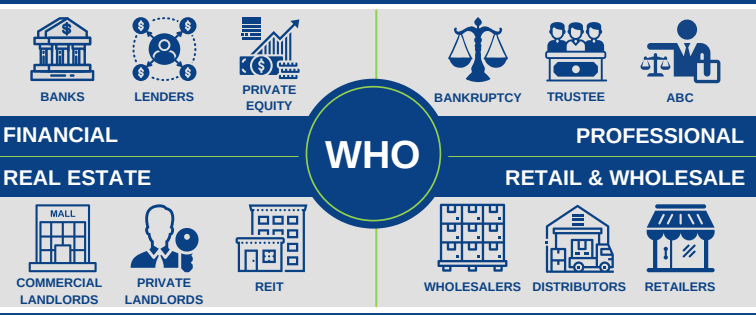
## "POP-UP" LIQUIDATIONS & INVENTORY MONETIZATION

Unconventional solutions to drive optimal outcomes from unique situations.

### WHO WE ARE



Fortis Business Advisors designs, builds, and executes "Pop-Up" retail liquidations. Our cross-disciplinary approach and start-up experience across diverse business verticals and industries give us the unique ability to operate businesses that generate considerable returns with limited resources. We are startup entrepreneurs, business owners, and proactive disrupters seeking and developing alternative channels in inventory monetization.



### SOME OF OUR CLIENTS WERE SKEPTICAL...

#### THEN THEY SAW THE RESULTS



Apparel "Pop-Up" Liquidation for Lender: 4-Store strategy sells 40,500 units for average recovery rates of **38.8% net of all expenses**.



Hardware "Pop-Up" Liquidation / DIP Loan: Debtors & creditors benefit from higher returns generated from inventory/asset monetization in **Chapter 11**.



Halloween Costume & Accessories "Pop-Up": **Viral marketing program** leads to positive cash flow after week 4 and distributable net profit of **27.5%**.



Apparel "Pop-Up" Liquidation for Landlord: Multiple months of **lost rent recovered** from positive cash flow after week 3 and distributable net profit of **37.4%**.



Athleisure "Pop-Up" Liquidation for Landlord: **Assignment for the Benefit of Creditors** liquidation recovers rent from inventory sold to the bare walls.

### HOW WE HELP



#### SITE IDENTIFICATION, MERCHANDISING & OPERATION SETUP

From conception to completion, we handle the entire process. From years of experience and multiple locations in multiple markets, we have an eye for identifying the most effective sites to generate the highest results. We run each location as its own unique business, develop customer relationships, generate comprehensive reporting, and exit each store in better shape than when we arrived.



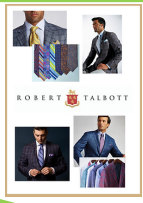
#### MARKETING & BRANDING STRATEGIES

Each location has its own brand and marketing strategy that fits the geography, demographics, and budget for the market being targeted. We define value propositions, unify messaging with customized, holistic brand strategies that are designed to shape customers' perceptions and drive them to the locations.



#### OPERATIONAL STRATEGIES | FINANCIAL & SALES REPORTING

We are data-driven and focused on diminishing risk for us and our clients. To do so, we provide comprehensive financial and operational reports through the start-up and planning, ongoing operations, and final wrap-up phases. Fully developed projections and actual results, including cash flow and income statements, as well as comprehensive sales reports are generated and updated through the life of the project.



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