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 -175.18-1.71% | -20.95-1.91% | -38.28-1.75% | -1.65-3.07% | +2.09 +2.86% | +0.03 +2.11%

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## Michigan Entrepreneur Ren Carlton Launches Global Franchising Business, Dynamic Advisory Solutions

Business Wire News Releases

Published: 02/02/10 08:57 AM EST

Almost exactly 10 years after founding Dynamic Advisory Solutions out of his basement with virtually no clients or business contacts, founder **Ren Carlton** launched Global CFOs this week. **Global CFOs** is a franchising company with the mission of expanding the Dynamic Advisory Solutions business model globally. **Dynamic Advisory Solutions** is a consulting firm that specializes in CFO and Controller services.

"After much debate, we decided that franchising is the only economically feasible way to expand our business outside of the Metropolitan Detroit area," stated founder **Ren Carlton**. "Although we have a number of clients outside of Michigan, we have had difficulty creating the growth that we enjoy here in Michigan. Even though our business is outsourced CFO and Controller services, our outsourcing still requires some degree of face-to-face interaction. Now that our brand is attracting more and more opportunities outside of Michigan, we needed to rethink how to capitalize on these opportunities. It is simply not cost effective for us to visit every out-of-state prospect that wants to learn more about our services."

**Dynamic Advisory Solutions** (DAS) is not just another accounting firm. DAS helps clients achieve their growth and profitability goals through a wide variety of CFO and Controller services. Most CPAs and accountants spend the majority of their time working on historical data and tax compliance. Although these services are important, it is only a component of what business owners need from their finance departments. DAS offers a comprehensive financial management solution, which includes:

- Ensuring the accounting department is processing transactions properly
- Producing timely and accurate information so management can make informed business decisions
- Building a plan for achieving growth and profitability goals
- Obtaining financing to achieve budgetary goals
- Creating simplified reporting to manage overall business performance
- Creating simplified reporting to manage employee performance
- Providing continuous financial and strategic support

Ren also stated that DAS is somewhat recession-proof. "During a recession, struggling businesses need help returning to profitability. During an economic recovery, businesses need help managing growth. DAS is really a great business."

Global CFOs officially started offering Dynamic Advisory Solutions franchises on January 29, 2010. For more information, please visit our website at [www.globalcfo.com](http://www.globalcfo.com).
























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[www.globalcfo.com](http://www.globalcfo.com)

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### Wed, Feb 03, 2010

- 05:37 PM  Six Industry-Leading SaaS Companies Selected to Establish Sales 2.0 Alliance
- 05:37 PM  DynCorp International Inc. Reports Third Quarter Fiscal Year 2010 Financial Results
- 05:35 PM  Fox Sports en Español Features World-Class Soccer Commentators
- 05:30 PM  MEDNAX to Present at Deutsch Bank 2010 Small and Mid Cap Conference
- 05:30 PM  TD AMERITRADE Institutional Brings Focus to the Blurring Line between Brokers and Advisors
- 05:30 PM  Lebenthal & Co., LLC Expands Capital Markets Group
- 05:26 PM  Fitch Downgrades Farmer Mac 2006-2 & 2007-1
- 05:24 PM  Fitch Assigns 'BBB' to Valero's \$1.25 Billion Issuance; Outlook Remains Negative
- 05:24 PM  Verint Announces Selected Unaudited Financial Information
- 05:21 PM  Diamond Foods MEDIA ALERT
- 05:19 PM  SIGGRAPH Selects Carnegie Mellon's Don Marinelli as a Keynote Speaker
- 05:18 PM  RehabCare to Announce Fourth Quarter and Fiscal Year 2009 Results
- 05:14 PM  Factory Reimbursement Launches New Tools to Manage Medical Device Reimbursement across Europe
- 05:14 PM  COADE's Delgadillo to Present at SPAR on February 9 on How to Turn Point Clouds into Intelligent 3D Models
- 05:11 PM  MoneyShow.com Sentiment Indicator Reveals Investors Are More Optimistic on U.S. Markets & Economy
- 05:10 PM  CBL & Associates Properties Reports Fourth Quarter and Year End 2009 Results
- 05:09 PM  Telemundo Starts 2010 with a Solid January Performance
- 05:07 PM  Parties Propose a Multi-Year Agreement for New Central Hudson Delivery Rates
- 05:05 PM  CB Richard Ellis Group, Inc. Reports Earnings Per Share of \$0.28 for the Fourth Quarter and \$0.39 for the Full Year 2009
- 05:04 PM  SLM Corp. Vice Chairman & CEO to Present at the 2010 Credit Suisse Financial Services Forum on Feb. 11
- 05:04 PM  Internet Search Patents Offered for Sale at ICAP Ocean Tomo's Live Auction on March 25th in San Francisco
- 05:03 PM  Kimco Realty Corporation announces earnings for fourth quarter and full year 2009; Declares regular quarterly cash dividend
- 05:01 PM  The Phoenix Companies, Inc. Fourth Quarter 2009 Earnings Conference Call

- 05:00 PM  Zacks Analyst Blog Highlights: Hershey, United Parcel Services Inc., Chesapeake Energy, Anadarko Petroleum Corp. and Devon Energy Corp.
- 05:00 PM  Zacks' Growth & Income Strategy highlights: Penn Virginia GP Holdings, Blackstone Group, Consolidated Communications Holdings and Centurytel
- 05:00 PM  Zacks Analyst Blog Highlights: D.R. Horton, Leap Wireless, MetroPCS, Verizon and AT&T
- 05:00 PM  Zacks Analyst Blog Highlights: Dow Chemical, Equity Residential, Apartment Investors, D.R. Horton and Lennar
- 05:00 PM  Fred's Reports January Sales
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- 05:00 PM  Zacks Releases Four Powerful "Buy" Stocks: Atheros Communications, Inc., 3M Co., Microsoft Corp. and Whirlpool Corporation

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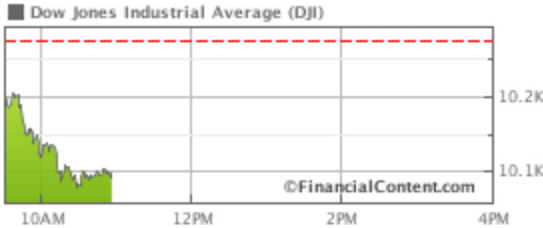
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