



From Uncertainty to Success:

Developing and
Communicating Your Financial
Narrative in Tough Times



Agenda



Meet the
Bankers



Success Stories –
telling your story
well



Cautionary Tales
– telling your
story poorly



Ask Us Anything
– Q&A

Meet the Bankers

Jack Litzenberger



TRUIST



Bill Foxburrow



M&T Bank



Success Story - Jack

- **General Contractor**
 - **Limited Self-Perform**
 - **Ground-up building on military bases**
 - **Revenue: mid to high 8 figures**
-
- Situation/Background
 - What did the conversation sound like?
 - What happened?



Success Story - Bill

- **Subcontractor**
- **Self Perform**
- **Commercial Concrete**
- **Revenue: mid 8 figures**
- Situation/Background
- What did the conversation sound like?
- What happened?





Cautionary Tale - Jack

- **Some GC, Some Subcontractor**
- **Self Performs**
- **Dredging and waterway maintenance**
- **Revenue: mid 8 figures**

- Situation/Background
- What did the conversation sound like?
- What happened?



Cautionary Tale - Bill

- **Subcontractor**
- **Self Perform**
- **Heavy Electrical**
- **Revenue: mid 8 figures**

- Situation/Background
- What did the conversation sound like?
- What happened?



Ask Us
Anything
