

SARATOGA BUSINESS REPORT

Q3
2024

Your Next CFO?

*Sabrina Houser and Her
Team Go Way Beyond
Bookkeeping*

**Space as
a Service**

*How Entire Offices
are Going Virtual*

FRACTIONAL SERVICES

THE SECRET TO SCALING

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to Stay *In-House* or Go *Outsourced*
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“

None of us is as smart as all of us.”

I am reminded of this quote constantly. I love it. Since becoming independent 6 years ago, I'm not sure a single day has gone by without my interacting with another small business owner in some form. And while I've encountered so many truly amazing folks on this journey, every one of them has something in common: they don't do it alone.

Many (if not most) business owners are expertly skilled in a certain field or craft. So skilled that, at some point in their lives, and for a variety of reasons, they decided to make the leap to become independent. The origin stories will vary on details but the plot points are very consistent. And in the infancy of the business, they're likely to take several "Wile E. Coyote" steps. Remember the poor Coyote? He could take a few strides off a cliff without ever realizing it, walking perfectly out into the open air until... he... looked... down.

Oh my gosh. I remember that view myself. All new business owners do. You realize how much you didn't know about what you didn't know. And you also realize that it takes a completely different skill set to run a business that produces the craft, skill or service at which you've excelled for so long.

Now you're faced with a choice. On the one hand, you can invest the time (remember, an owner's time *is* currency) to learn and take on new skills, whether that's bookkeeping, designing a website, creating a sales funnel, or even mopping the floors. The list is never short. The trade-off? Those are activities that take you further and further away from your core competency – in many cases, the whole reason you got into business in the first place!

Luckily, there's another choice, and that's what we're bringing you this quarter with our Fractional issue. The theme among the articles is intentional. For any business owner reading, from novice to experienced, or even if you're just beginning to consider it, keep this issue open on your desk. The incredible businesses featured here are just the tip of the iceberg in our region, and we hope that their insight helps pave a section of this occasionally bumpy road.

It's OK to look down now. You're not alone.

Thank you as always for your continued support of our publication.

Enjoy!

SARATOGA BUSINESS REPORT

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Contact Alan VanTassel to schedule a free assessment.

I bring 30+ years of sales leadership expertise and an immense passion for helping small to mid-sized businesses grow profitable revenue. I've worked with hundreds of businesses across many industries and have a tremendous appreciation for the "real-world" life of a business owner. As an Outsourced VP of Sales, I provide hands-on sales leadership expertise on a part-time (fractional) interim basis to help your company achieve sustainable revenue growth.

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Kaitlin Russitano. Photo provided.

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WRITTEN BY **MEGIN POTTER**



Knowledgeable and possessing a combination of skills, she gives companies the moves that optimize operations, reduce costs, and increase efficiency - whether you have one employee or more than a thousand.



KICKING THINGS OFF

In recent years, the outsourcing market has become a significant facet of the global economy. Already experiencing substantial growth, projections indicate outsourcing has a promising future.

As economies become increasingly interconnected, outsourcing allows businesses to tap into specialized knowledge, dissolve geographical boundaries, and streamline their operations.

By outsourcing payroll and human resources, companies can reduce administrative burdens, ensure accuracy in payroll processing, and stay compliant with ever-changing tax laws and regulations.

“How much is your time worth?” asks Kaitlin Russitano, Elite Senior District Manager of Saratoga’s ADP Payroll office.

If the time you’re spending working *in* your business is taking away from the time you’re working *on* your business, you may want to outsource services, she said.

Offloading time-consuming duties can not only take these high-stress tasks off your plate, it can save you money, ensure your business is compliant with regulatory requirements, and safeguard sensitive data from security concerns.



In football, the quarterback directs the team, making crucial decisions on the field. In business, Kaitlin Russitano of ADP Payroll takes on that role, guiding your team to execute each play with precision and purpose.





GAINING YARDS

One in five Americans is paid through ADP Payroll services. One of the globe's largest providers, they service more than one million clients in 140 countries. They have a proven track record (and with more than 63,000 employees) the expertise to get you where you're going, faster.

Kaitlin has excelled in this highly-specialized and demanding customer service business, and has over a half-decade of experience, more than most in her profession, she said.

If the time you're spending working *in* your business is taking away from the time you're working *on* your business, you may want to outsource services.

– KAITLIN RUSSITANO, ADP PAYROLL



Kaitlin remains available,
supporting her clients,
whether they have questions
six months later, or a year
down the road.

Rather than relying on the difficult process of cold-calling, like others do, Kaitlin comes recommended by local CPAs, book-keeping, and accounting firms, because meeting with her is more akin to a client consultation than a pushy sales call, she said.

"The way I build trust is different with every single business because every business, and every business owner, is different. It's not a one-size-fits-all product," said Kaitlin. "I'm a local business owner myself and I want to do what's best for each business."

Whether your business needs payroll, a full suite of human resources management software and services, or requires a little bit of both, Kaitlin can match you with the right solution, and get your business running more efficiently within as little as 24 - 48 hours.

EYEING THE ENDZONE

In today's workforce, the question of how to attract and retain top talent remains a constant topic of conversation. Inconsistent or erroneous management practices can ruin a company's reputation and their chances.

With ADP Payroll's client services digital platform and AI-integrated features, you can be the type of employer that talent can trust. Providing this type of security is crucial for the growing remote workforce, giving them the peace-of-mind that companies using ADP Payroll are adhering to the different local, city, and state laws - no matter where in the world they are located.

In addition to setting you up with software features that manage payroll, 401K, health insurance, worker's compensation accounts, and more, Kaitlin remains available, supporting her clients, whether they have questions six months later, or a year down the road.

"We are the experts in every single state and can help you grow your remote workforce," she said. "We can step-in and guide you in this new world."

This is a world where you'll need different tax identification numbers for each state, and where employees in New York State and Massachusetts, for instance, have protections guaranteeing them paid sick time and family leave.

Offering products with a range of applications, ADP Payroll also makes managing offices with every generation of employee - from Baby Boomers to Gen Z, easier. Restaurants can take advantage of safeguards that flag an account when they're not adhering to the minimum tip credit mandated, ensuring their employees are receiving the proper wage, and ADP Payroll's software includes an AI chat portal where you can get all your questions answered quickly.

An expert in small business needs, Kaitlin Russitano's dedicated client support and ADP Payroll's strong backing keeps you on your game. Call her today at 518-441-2472 or email Kaitlin.Russitano@adp.com. 📞



MASTERING SALES STRATEGY

Alan VanTassel's Guide to Outsourced Sales Leadership

WRITTEN BY AMANDA GRAVES



Alan VanTassel. Photo provided.

The real test comes in showing potential customers why your offering is the best choice. While handling sales on your own might work in the beginning, scaling your business means building a strong sales team. That's where Alan VanTassel comes in, dedicating his career to helping businesses develop effective sales strategies that drive growth and success. *For Alan, it's even a bit of fun.*

Alan has an impressive career in sales, during which he has helped build and run sales teams for both smaller and larger businesses. He began as a Market Sales Manager for Verizon, and then moved on to create his own business, Glens Falls Technology Group. He has also been the director of Sales for GSS Infotech and the Executive Vice President of Sales for Stored Technology Solutions Inc. Each role allowed him to develop the skills necessary to build productive sales techniques and manage sales people effectively. His prior experience also helped Alan realize what he wanted to do with his life, and that was to share the skills he had learned with other companies. "What I found over that time was that I really enjoyed helping salespeople be better at the art or skill of sales, and what I really enjoyed was helping businesses build scalable sales models that could withstand the test of

time and allow business owners, stakeholders, decision makers to achieve their goals," he said.

Working with different businesses, Alan realized that many people overlooked the importance of sales, not understanding how much effort it requires. "They more often than not had no prior sales experience, sales training themselves," he explained. Wanting to be able to help businesses with the knowledge he obtained throughout his career, Alan became an Outsourced Sales VP with Sales Xceleration. "When I had this opportunity to go out and start my own consulting company in the area that I wanted to focus on, which was this space of small and mid-size companies that struggle with sales, and sales growth, and hiring the right people to be in the right seats, and to be able to run their business and achieve the goals that they aspire to achieve, I jumped all over it," Alan explained.

Running a small business is full of challenges, but few are as tough—or as crucial—as making a sale. You know the value of your product or service, but with so many options out there, standing out from the crowd is no easy task.





He observed that businesses often struggle with two key areas when it comes to sales. The first is that many business owners underestimate the time and energy required. “The biggest misconception a lot of business owners make is they think sales is easy,” Alan noted. “It’s a lot easier for owners and founders of companies that are just passionate about their business that exude confidence. It’s not that easy to hire salespeople to do the same thing, so there’s an art to it. Sales is a skill that requires unique personalities.”

Even those who recognize the importance of building a strong sales team often face a second challenge: knowing how to hire the right people, which is another area where business owners struggle,

according to Alan. “They have to have what I call the ‘will to sell’ and they need to have sales DNA,” he said. The sales industry is not easy and there are plenty of competitors. Being a hard-working and dedicated individual is crucial for success, and that’s what Alan refers to as the ‘will to sell.’ They also need to understand exactly what they are offering people. “You have to do this thing called ‘sales,’ in my opinion, with a true passion and commitment to do the right thing for people. It’s not about selling something, it’s about learning how to have conversations with business people to figure out how you can potentially bring value to them,” Alan emphasized.

Alan’s first approach when helping a business is always to figure out where they are starting. Before even hiring a salesperson, or managing the existing team, he needs to know what strategies and infrastructure are in place, if any exist. From there he helps either build a new sales infrastructure or redesign the existing one to improve any weak areas. From there, Alan usually transitions into more of a sales management role to ensure the sales infrastructure is running smoothly, and the salespeople hired are receiving proper training. However, his goal is always to ensure that he builds a strong enough foundation that the company can be successful without him. “My model is that if I do a good job, I eventually work myself out of a job because I’ve built the

infrastructure, we’ve hired the right people, and then I just stay engaged on a less regular basis,” Alan explained.

By outsourcing their VP of Sales, Alan allows businesses to get the valuable experience he possesses, without having to commit to a full-time employee. “They’re not often paying me for the work that I’m doing, they’re paying me for the 30 years experience,” said Alan. This is much more cost effective, and produces quicker results. “I have a huge network of resources that I can reach out to in almost any industry if I need additional help,” he shared. This includes assistance on detailed industry-specific topics. Additionally, Alan knows what it’s like to run a business and how draining it can be on a person. “I remember vividly – I’ve just never forgotten this– that running your own business is hard and it’s lonely at the top,” Alan said, “There’s a whole lot of gratification that comes out of working with people that sit in those kinds of seats, that just are struggling, and to be able to see them focus their time and energy on things that they’re passionate about and fix a problem for them, it’s a lot of fun.” For more information about how you can outsource your VP of Sales, scan the QR code below to visit Alan’s website. 





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**Meet the
Rest of
the Team!**

Left: Carissa Conley
Right: Melinda Bucknam



Outsource Your Liability

with Bob Fitch State Farm

WRITTEN BY AMANDA GRAVES



Nothing rewarding ever comes without risk. Business owners know all too well how true that statement can be. And while we might not think of it as outsourcing, insurance is exactly that—a way to manage and protect against the risks that come with running a business. By outsourcing your liability to an insurance company, you’re not just safeguarding your business, but also your personal well-being.

For 24 years, Bob Fitch has been a trusted State Farm agent, guiding people through some of their most difficult moments. What sets the Bob Fitch State Farm agency apart is personal: it’s Bob himself, his dedicated team and his deep roots in the community. He and his team work to find the best plan for your business, crafting a policy that protects the company you’ve poured your heart and soul into building.

Bob first started at State Farm as an intern while attending Green Mountain College. He worked in an entry-level department where he was able to experience firsthand the State Farm culture. He enjoyed his experience so much that, following his graduation, he continued with the company as an underwriter trainee for the corporate office. In this position, he reviewed auto insurance policies, and eventually moved to Florida in 2006 to pursue a leadership opportunity. Bob worked with a sales team and during his time in Florida realized that he wanted to open his own agency.

“I had met a State Farm agent when I first started with the company and basically internalized that I would love to have that opportunity someday if it presented itself,” he explained. Two years later, that exact opportunity would arise as he returned to Saratoga Springs with his wife, Mena, and their daughter. “We wanted to be close to family and also be established in the community where we wanted to raise our family,” Bob said.

Going into his agency, Bob knew that he wanted to establish a company with a focus on doing right by the customer. He hired a team of professionals who are well-experienced in the insurance agency and, more importantly, care about each client’s needs. “I wanted to create a winning culture within my agency. I hired people who have high standards when it comes to customer service. I hire individuals who are family-driven that want to help people and, of course, people who have high integrity and want to do the right thing,” said Bob. When you walk into

Bob’s agency, you can be guaranteed that his team wants what’s best for you and your business. They focus on listening to a customer’s needs so they can educate and provide solutions accordingly.

Bob’s agency offers a variety of different options, catering to many different industries. “We provide a lot of business solutions in the event of different insurance needs to cover the risk that a small business owner can go through,” Bob said. He has a niche market for small businesses, like photographers, chiropractors, work-from-home companies, and many more. They can get liability insurance which provides them with protection should they be in a situation where they are responsible. For example, if someone is injured and the business is liable for the cause, or if a worker damages a resident’s property while on a job site, etc. Even the best company with the most capable employees can find themselves in these situations from time to time. Being insured for situations like



these and many others is crucial in protecting your business from crumbling should an accident occur. "Our policy that we have in place will help protect their assets that they work hard for," explained Bob. In addition to liability insurance, they also offer small businesses disability insurance. This protects someone if they are injured and can no longer work for a period of time. "If they're injured on the job, they will get a check from State Farm to help them offset any cost or bills that they might have while they're not working," said Bob. Life insurance is also available, which protects the business from failing should a partner of the business die. While nobody likes to think about all the possible negative outcomes, planning for them is crucial to protect your business, yourself, and your family.

His team even goes above and beyond to help adjust your policy as needed. "Most small businesses don't review their insurance policy annually, and if your business grows and your business changes, it

presents different needs for different types of coverages. And having myself and my team in place to assist you allows us to identify those new needs as they present themselves," Bob explained. As a business owner, the goal is to grow and expand your business, and that means sometimes needing an adjustment in coverage. Bob and his team want to ensure that no matter what direction you take your business in, it is protected. "We act as a risk manager that can review your policy every year with you and we can grow and educate you on the right policies as your business grows as well," he said.

In addition to the insurance coverage, Bob's agency provides people with the value of knowing they are working with dedicated and caring professionals that care about the community they insure. "We're not an 800 number, we're a small business just like the individuals we're insuring," he said, "We're local, we live in the community where we provide our goods and services and where we provide our

insurance. We shop where our clients shop, we raise our children where our clients raise their children, so it's really nice to be community-involved and community driven."

Dealing with insurance usually means you're facing a stressful situation—one that no one likes to think about until it's a reality. But when the unexpected does happen, having a reliable team by your side makes all the difference. That's where Bob Fitch and his team truly excel, turning difficult moments into manageable ones. "For me it's rewarding when I'm able to help customers when the unexpected happens to them," says Bob. In those moments, the full value of having the right insurance and a trusted agent becomes clear—it's not just about protection, but also about peace of mind and knowing you're not facing it alone. 🤝

For more information about the Bob Fitch State Farm agency and to learn more about coverage options, visit: [BobFitchInsurance.com](https://www.BobFitchInsurance.com).



BEYOND BRANDING

How This Growth Agency Leverages Data to Fuel Client Success

WRITTEN BY TYLER MURRAY

Founded with a vision to empower businesses through innovative marketing strategies, SIX Marketing offers a full range of services designed to enhance brand visibility, engage target audiences and drive measurable results.

What started as a small company in Vermont, SIX Marketing has evolved into a firm that now serves clients across the nation. Now rooted in Saratoga Springs, with a satellite office in Tennessee, the firm's approach blends traditional marketing principles with cutting-edge techniques, ensuring their clients receive well-rounded and effective strategies. Founder Chris Ryan and VP of Business Development and Growth Leah Parillo have been in the marketing business for quite some time, and have realized through their experience that being just a marketing agency isn't quite enough in the modern age of business.

SIX Marketing takes a more holistic approach when working with their clientele than other marketing

agencies. Founder Chris Ryan told Saratoga Business Report, "more often than not, it's not always marketing. Sometimes it can be sales, sometimes it can be operations and systems, sometimes it can be processes. Once we look at a business holistically and really understand where there might be potential pitfalls or areas we can improve upon, we come back and customize an approach to help them grow. Very often, we find that marrying marketing, sales and technology helps provide the biggest amount of success when a lot of our competitors solely deliver marketing and hope it works."

At the heart of SIX Marketing's approach is a commitment to data-driven decision-making. The firm

leverages advanced analytic tools to gather insights into market trends, consumer behavior and campaign performance. This data-centric approach allows for the creation of targeted marketing strategies that are both effective and efficient. For example, SIX realized that it's one thing for a company to deliver qualified leads, but without a fully developed sales team to help convert them, a huge piece of the puzzle will be missing in any business. This is why SIX now considers themselves a "growth agency" rather than a marketing one. "We don't sell packages, there is no one size fits all. Every single client, even in the same industry, is completely different" Ryan told Saratoga Business Report. Put more simply, SIX has the ability to recognize and fill the cracks of any business that may not be performing as optimally as they should be.

One of the standout features of SIX Marketing is their commitment to personalized service. They custom-tailor solutions to help businesses get over their sticking points - whether that be in brand awareness, website

building, sales or search engine optimization. The services at SIX run the gamut; the firm works closely with clients to understand their unique needs, challenges and goals. This personalized approach ensures that growth strategies result in more impactful and relevant campaigns. The firm's portfolio includes a diverse range of clients, from small startups to established enterprises, all of whom have benefited from SIX's expertise. In fact, SIX still has their very first client in their portfolio, 13 years later, something they are very proud of. Case studies and client testimonials highlight the firm's ability to drive growth and enhance brand presence from industries ranging from hospitality and construction to manufacturing.

SIX Marketing is more than just a marketing firm; it is a catalyst for business growth in the Capital Region and beyond. With its data-driven strategies, integrated marketing solutions, and personalized service, SIX Marketing is helping businesses of all sizes achieve their goals and thrive in a competitive market. As

the firm continues to innovate and adapt, it remains a vital resource for businesses seeking to enhance their brand presence and drive meaningful results. For companies looking to navigate the complexities of modern marketing, SIX Marketing offers a roadmap to success grounded in expertise, creativity and a deep understanding of the local and global landscape.

As the marketing landscape continues to evolve, SIX Marketing remains committed to adapting and innovating. The firm is poised to embrace emerging trends, ensuring that its clients remain at the cutting edge of their respective industries. Looking ahead, SIX Marketing plans to expand its services and reach, further solidifying its position as a leading partner for businesses in Saratoga and beyond. The firm's focus on delivering exceptional value and results will continue to be a driving force behind its growth and success.

SIX Marketing is located at 445 Broadway in Saratoga Springs. For more information on the agency and how they could help your business, visit six.marketing or call (518) 350-7496. 📞





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Hours & Enhancing Client Transparency



WRITTEN BY **AMANDA GRAVES**

Every now and then, an idea comes along that seems to gather its own momentum, like a snowball running down a hill, to become something bigger. In much the same way, TimeBank, a software application that began with a clear but focused purpose, is now ready to step onto a larger stage and make its mark in the business world.



Clients will always want to know how their money is being spent and where those dollars are going when they pay one of their vendors. With TimeBank, that's fully transparent.

– BRAD COLACINO, CO-FOUNDER, FIVE TOWERS MEDIA

TimeBank started as a solution to a small company's problem, but today, it has grown into a tool that helps several businesses save time, increase transparency, and strengthen their business models. When Michael Nelson and Brad Colacino formed Five Towers Media, they knew that having an effective and efficient way to track clients' time was crucial to their operations. After seeing how successful their homegrown application was within their own business, they realized it could be valuable to other companies as well. Now, after years of beta testing, new developments, and improvements, they are ready to release the application to the public.

Before coming together, Michael and Brad each ran separate businesses—Brad with Five Towers Design Company, and Michael with Spa City Digital. For Michael, time tracking was an essential part of his work at Spa City Digital. "We did a lot of managed marketing and so what that meant was we did a flat monthly fee and there was a prescribed scope of work," he explained, "What we came to find out after a few years of working with our clients is that some clients love that and other clients like to be charged hourly." However, hourly tracking proved to be extremely tedious and time consuming. "There's plenty of time tracking solutions out there, but none of those solutions were easy and none of them tracked time the way that we needed to track time and none

of them gave us, more importantly, the opportunity to report how much time a client had used, what it had been used on, and how much time they have left," said Michael. He had to personally go through spreadsheets and reconcile all of his client's accounts by hand. This meant figuring out how much time a client had used, what hours were billable vs non-billable, and determining how much time a client had remaining. Additionally, there was no way for a client to see how many hours they had left without reaching out to Michael.

Due to the program's flexibility, the data can be reported at a client level for invoicing and bookkeeping, while also being summarized at an employee level for payroll, PTO, and sick time.

Needing to find a solution, Michael pitched his idea to Brad to develop a new program. "My background in software engineering and also website development made it kind of a natural fit," explained Brad. The two business owners

would later merge their companies to create Five Towers Media, and Brad continued working on developing the prototype.

The program was an immediate benefit for the company. Initially, it saved Michael an enormous amount of time when it came to managing client's hours. "If a client asked me how much time they had left and what they had used it on, it would take me around two hours per client in order to get them a clear and accurate report. Now I can get them that clear and accurate report in 30 seconds," he said, "I would say anywhere from 5 to 10 hours a week I was spending just on answering this question for clients, and now that time can be spent on other things. On top of that, clients don't even have to ask me that question anymore. Now they can just log into their account and they can see how much time they have left, and they can see what work we've done, and how much time we spent on each task to the minute. It's been hugely impactful to our business."

The program worked so well internally that both Mike and Brad found themselves talking about it with other business owners during networking events, and even casual conversation. A few companies became interested and asked if they could try it out for themselves. This was a big lightbulb moment, as it became clear how many other businesses could benefit from the application. Five Towers then used the

feedback they received to further develop and strengthen the program. "In the two and half years since then, TimeBank has done nothing but evolve," Brad explained, "And it's really just come to meet the evolving and complex needs of not only our company at Five Towers Media, but some of the other clients that have been helping us beta-test the application." Looking ahead, Brad talked about the path forward, "We're making it easier to use while adding additional capabilities to the program." For example, a recent upgrade introduced the Alerts feature, which can send an email notification as the client's account balance reaches a certain threshold. Clients can now also budget and limit the time spent on certain focus areas like social media, video production, website edits, etc.


Due to the program's flexibility, the data can be reported at a client level for invoicing and bookkeeping, while also being summarized at an employee level for payroll, PTO and sick time. Additionally, being able to track work done to the exact minute allows for the business owner to see what projects are taking too much time and where there is room for improvement. "It basically gives us a window into our company with relation to our employees and labor and where labor's being wasted," said Mike.



TimeBank started as a solution to a small company's problem, but today, it has grown into a tool that helps several businesses save time, increase transparency, and strengthen their business models.

This transparency on how hours are being used not only helps the business owner, but the client has a better understanding of what they're getting for their investment. "Clients will always want to know how their money is being spent and where those dollars are going when they pay one of their vendors. With TimeBank, that's fully transparent," explained Brad, "It's not common that companies open the window, so to speak, and let their customers know every step of where these hours are going, but that's our strategy and we've seen it work with every client who has been a part of TimeBank as well. It's not a requirement of using the application, but it's certainly a feature we think is extraordinarily

helpful for the business relationship."

There is a wide range of companies that could leverage TimeBank for their organization, such as law offices, contractors, accountants, IT providers, consulting firms, and many more. "Any business that has multiple customers, multiple employees, and a need to tie those hours together is a potential candidate for TimeBank," said Brad. 

For more information on how you can save yourself time while increasing transparency within your company visit: mytimebank.us or contact Michael at: michael@fivetowers.us.

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Financial Expertise on Demand *with* Capital CFO+

WRITTEN BY **AMANDA GRAVES** | PHOTOS BY ERICA GAMBLE

L if there's one thing that Sabrina Houser knows better than anything, it's the value of a helping hand. Eight years ago, after two decades as CEO and CFO of a local nonprofit, Sabrina had decided it was time for a new chapter. Reflecting on her career, she saw just how much she had been trying to juggle on her own. "I realized that I was trying to do it all in my agency, and that was not sustainable or a best practice," Sabrina recalls. However, true to her selfless nature, she was clear about one thing remaining the same,

"I wanted to offer a solution to other nonprofits and businesses who needed support."



“

With **outsourcing**, you are able to have the team your company and agency needs to get the work done.

– **SABRINA HOUSER**, OWNER,
CAPITAL CFO+



Starting a business is an adventure filled with energy and ambition. You have a great product or service and big dreams of success. But as you dive in, you quickly learn that it's not just about your idea—it's also about managing paperwork, financial planning, and a million other tasks that can pull your focus. Even if you're an expert in one area, there are always those tricky spots where you could use that extra helping hand.

That's where Capital CFO+ steps in. Founded in 2016, the company offers a range of services designed to guide business owners and keep them on track. Whether for-profit or nonprofit, Capital CFO+ provides tailored support, matching each client with a team of professionals who can fill in the gaps and allow them to focus on what they do best.

Capital CFO+ offers five key services: accounting, marketing, business management solutions, nonprofit management, and administration. Each service has a dedicated director to oversee operations and ensure everything runs smoothly. To cater to different needs, their accounting work is divided between nonprofit and for-profit clients. Each director is supported by a manager assigned to specific accounts, with a team of CFOs and bookkeepers working closely with clients to provide personalized service. "Client management is a priority and focus in our company because most of our new business comes from client referrals. We work to make sure there is a team in place for each client," said Sabrina. Within each service, they offer their clients Quickbooks training, budget preparation and monitoring, preparation of financial statements, and much more. The variety of services takes some of the pressure off of business owners, and they can be reassured there is a well-trained group of professionals aiding their business.



Pictured: Capital CFO+ Owner, Sabrina Houser, with Branch Manager, Pearl Rose.





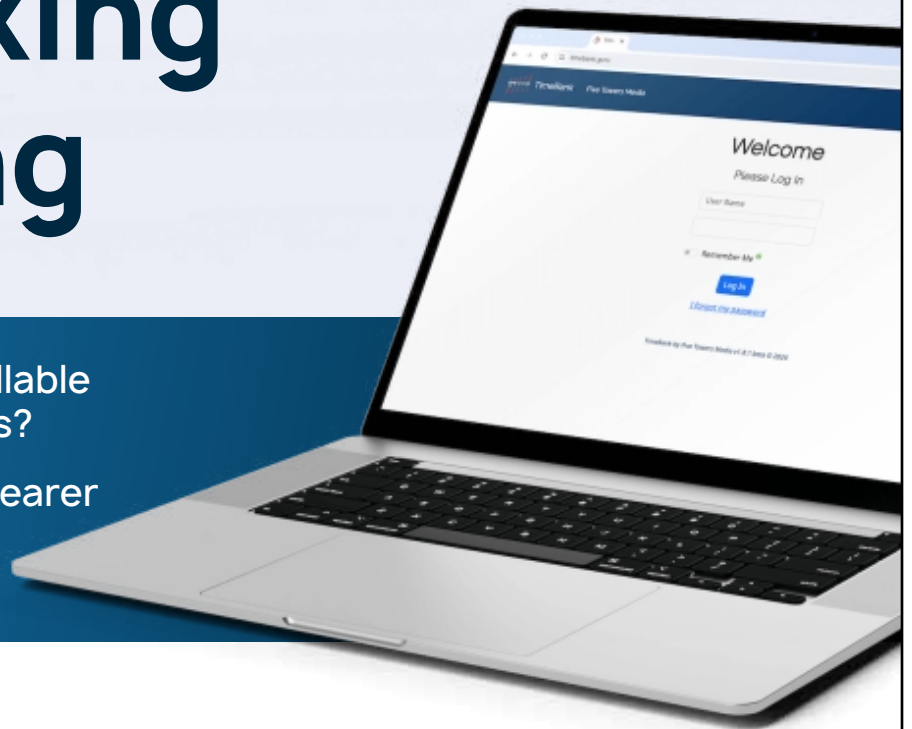
By outsourcing these services with Capital CFO+, your business becomes much more efficient. Instead of trying to figure everything out on your own, you have experts that can work quickly and answer any questions as they arise. This gives you more time to focus on the parts of your business that need your attention. "With outsourcing, you are able to have the team your company and agency needs to get the work done," shared Sabrina. Additionally, outsourcing is more cost-effective than hiring a full-time employee. By partnering with a company instead of an individual, you avoid the costs of benefits, time off, and other expenses—you only pay for the services your business needs. "You think that you can only hire if you need one more [employee] full time, and that's no longer true. Most tasks/roles can be outsourced to professionals who know how to do the work, and how to do it effectively and with efficiency," explained Sabrina. As you're growing your business, hiring a full-time employee simply may not be the best option. One of the toughest challenges for business owners is learning to delegate. It's natural to want to oversee every detail when you're passionate about your company, but

When done right, outsourcing isn't just a convenience—it's a powerful strategy for taking your business to the next level.

the reality is that no one can be an expert in everything. Sometimes, the smartest move for growth and stability is knowing when to seek a helping hand. Capital CFO+ offers a team of seasoned professionals across various fields, all focused on what's best for your business. When done right, outsourcing isn't just a convenience—it's a powerful strategy for taking your business to the next level. For more information about Capital CFO+ and all it has to offer visit: capitalcfolc.com. 



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REVOLUTIONIZING OFFICE SOLUTIONS

The Business Hub's Approach to Co-Working in Saratoga Springs

WRITTEN BY **TYLER MURRAY** | PHOTOS BY BRAD COLACINO

In the current business ecosystem, outsourcing has become a very popular trend. Business owners can hire for an array of services, such as website building, an outsourced sales team or IT support.

But can one "outsource" an entire physical office?

Located at 63 Putnam Street in downtown Saratoga Springs is the headquarters of The Business Hub America - and that's just what they do. The Business Hub is a physical space. It's a co-working environment where its members can come and go around the clock to conduct any and all business needs.

Co-working spaces are shared work environments where individuals from various companies and professions work side by side. Unlike traditional offices, which are typically reserved for employees of a single organization, co-working spaces are open to freelancers, remote workers, startups and even established businesses looking for flexible office solutions - like a satellite office. These spaces often offer a range of amenities, from high-speed internet, printing services and private meeting rooms to kitchens and communal lounges.



Co-working spaces offer a solution that combines the benefits of a structured office environment with the flexibility of remote work.



In the last decade, and even more so in the post-pandemic landscape, the concept of co-working spaces has transitioned from a niche offering to a mainstream solution for modern professionals. These shared work environments, where individuals from diverse backgrounds and companies work under one roof, have reshaped traditional notions of office work. As the landscape of work continues to evolve, co-working spaces are emerging as a pivotal element in fostering productivity, flexibility and community. One of the key drivers behind the rise of co-working spaces has been the shifting nature of work itself. The traditional 9-to-5, office-based work environment is no longer the only option for professionals. Advances

in technology and a growing emphasis on work-life balance have contributed to a surge in remote work and flexible working arrangements. Co-working spaces offer a solution that combines the benefits of a structured office environment with the flexibility of remote work.

Co-working spaces first gained prominence in the early 2000s, with the launch of pioneering organizations like "WeWork" in New York City. The idea was simple yet revolutionary: provide a shared, flexible workspace that could be rented on a short-term basis, rather than committing to a long-term lease in a traditional commercial real estate setting. This model quickly attracted freelancers, startups and even established

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Conference Rooms

businesses looking for more adaptable and cost-effective office solutions. For Robert Starbuck, owner and founder of the Business Hub in Saratoga Springs, it allows for companies to maintain a “small real estate footprint, but a larger commercial one,” he told Saratoga Business Report. Plus, members of Saratoga’s Business Hub can maintain a downtown Saratoga Springs address, which is never a bad thing! The Putnam Street office is membership based, and its members are allotted 24/7 access to all the amenities on offer. This flexibility allows individuals and businesses to scale up or down as needed, making it an attractive option for startups, small businesses, lawyers or traveling professionals that need an upstate satellite office.

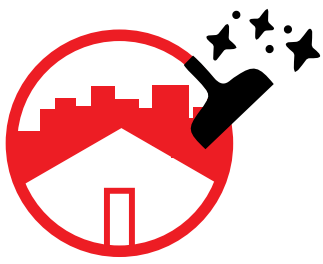
Robert Starbuck has been in international business for 40 years, traveling and establishing business centers from Europe to the Middle East. Importantly, Robert still believes there is much opportunity right here in Saratoga. “Saratoga is very competitive, and it’s a very good industry and we think there is still a lot of opportunity here [when it comes to coworking spaces].” For local professionals and small businesses, there is a huge benefit that The Business Hub can provide - and that’s a physical address. Not only does this mean client meetings no longer happen at a coffee shop, but more importantly it means one’s business can become Google verified. Google allows business owners to create and verify their own business data through their Google Business Profile, formerly Google My Business. Owners provide Google with business information including address, phone number, business category and photos. Then, Google’s staff check, correct

and validate these listings. In other words, the physical address tied to a business ensures that the business does not get overlooked in search engines as potential customers look for services that business owners can provide.

As the world of work continues to evolve, co-working spaces will play an increasingly important role. The rise of hybrid work models are expected to further drive demand for flexible workspaces. Not only does this way of working provide employees more flexibility but it can also save employers huge amounts of capital in commercial real estate. Plus, co-working spaces formulate their own type of business ecosystem as its members often get to know each other and then rely on each other for different types of services that each other could provide. In other words, Hub members can find opportunities that would perhaps be unrealized in a typical setting, it allows for local professionals to lean on each other in a cohesive way.

“For me, it was a game changer,” explained a local business owner and recent Business Hub tenant. “It established two things-visibility and credibility. It’s such a huge difference to say ‘We can meet at my office’ than to have to explain your business address is actually your home. Plus, in the time I was there, I made some great networking contacts and even a few clients from right in the building. I had already been in business for a few years but that was a real ‘level-up’ decision.”

To find out more about the services The Business Hub offers, their other branches or to see if it could be a fit for your business, visit: thebusinesshubamerica.com - or better yet stop by at 63 Putnam St. Suite 202 in Saratoga Springs and take a tour! 📍



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From Paperwork to People

Investing in the Exponential Potential of Human Capital

WRITTEN BY **MEGIN POTTER** | PHOTOS BY LAUREN KIRKHAM PHOTOGRAPHY

Every business wants to do right by its employees, but with growing technology and a more diverse workforce, striking a balance between employer and employee interests can be difficult.

Twenty years ago, Human Resources was viewed as an organization's policing department. Outsourcing the role of HR was considered a "low-cost play" that would save an organization money (and the hassle of completing time-consuming paperwork that slowed you down and made it harder for you to do your job).





Meanwhile, workplace demands increased. So did employee dissatisfaction, as relentless cost-cutting got in the way of advocating for worker wellness.

Then, in just a few years, the attitude toward HR shifted in Fortune 50 companies, as leaders learned more about the high costs of employee turnovers and struggled to fill vacant positions. Reallocating resources to eliminate waste, enhance the employee experience, and generate revenue became the way to achieve operational excellence. Outsourcing HR became a “value play” while increasingly strategic HR professionals became valuable members of the C-suite executive team.

ACHIEVING OPERATIONAL EXCELLENCE

Today, despite HR’s exciting evolution, there are still companies who haven’t made the transition.

In 2013, Bill and Katie Tansey opened HR Resolved, a robust platform-based company taking this big business approach and making it available to small, mid-size, and emerging businesses across the country who haven’t yet made the switch.

Providing a value never realized before, a Human Resources Professional like Katie works as hard for her clients as she does for herself. She combines her more than 22 years of human resources experience with her passion for wellness – both in and out of the office. A nutrition coach and an exceptional athlete, she has completed more than two dozen marathons, ultra marathons, and ironman competitions. Featured in the 2011 book, “Run Like a Girl: How strong women make happy lives” by Mina Samuels, Katie shows how small changes can help you overcome obstacles in all the arenas of your life.





Outsourcing HR became a 'value play' while increasingly strategic HR professionals became valuable members of the C-suite executive team.

COMPETENCY BEYOND COMPLIANCE

Once a company has onboarded with HR Resolved, during the first quarter of the year, they execute a series of activities that go well beyond the simple hiring, administration, and training of personnel.

Their first step is designing practical strategies that align realistic employee expectations with an organization's mission and goals. Then, data is delivered in usable, compatible formats that address challenges while informing hiring decisions, employee training, and retention down the road.

During the second quarter, hiring typically picks up within an organization. Often, the recruitment process includes creating and posting job descriptions, accepting and tracking applications, shortlisting candidates, organizing interviews, hiring, and onboarding new hires. Handling payroll and benefits, such as travel and expenses, paid vacation, sick leave, retirement, health insurance and others, are an important part of HR's responsibilities at this time as well.

COACHING AND ENSURING EQUITABLE COMPENSATION

By creating an onboarding process that incorporates competence-building techniques and extended training plans for new hires, companies create a more confident, resilient, productive, and loyal workforce - right from the start.

As mid-year approaches, coaching is put in place so

that by the third quarter, any required changes can be made.

Built-in accountability ensures compensation is adjusted accordingly in preparation for end-of-the-year assessments during the fourth quarter.

PROVEN PROCESSES, LESS PAPERWORK

Providing a holistic approach to business that puts the resourcefulness back into Human Resources, HR Resolved's process made such a substantial difference to one client (a regional distributor of a national brand), that they were awarded for it at a national sales conference.

Even though Saratoga is a retail-heavy tourist town, HR Resolved does not service retail. Instead, since the pandemic, they've concentrated on servicing three markets within the region, from New York City to Lake Placid: manufacturing (or resellers of value-added goods), professional organizations (like lawyers and marketing firms), and private medical offices (including physicians, dental, and veterinarian practices).

Protecting small businesses from the challenges that often drive them to merge with conglomerates, HR Resolved analytical resources and technical assistance helped one physician get back to what she enjoyed most - being a doctor - while giving her the time and flexibility to spend the weekend skiing - instead of buried under mounds of paperwork. 🙌

For more information, go to HRresolved.com.

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Why Outsourcing Your Marketing Makes Sense

A Conversation with a Fellow Business Owner

Coffee. Some weeks, it might be half my life – and no, that’s not a complaint! Coffee is where I have the chance to network with other business owners. I hear their stories, their perspectives, and their struggles.

A few weeks ago, I found myself in a conversation which seemed very familiar, and I’m going to paraphrase it here because many of you might be in the very same spot. We were talking about the usual challenges that come with running a small business—cash flow, scaling, and, of course, marketing. It didn’t take long for us to land on a topic that I’m particularly passionate about: the pros and cons of outsourcing your marketing efforts.



WRITTEN BY **MICHAEL NELSON**,
PARTNER & CO-FOUNDER,
FIVE TOWERS MEDIA





“ Outsourcing gives you access to **a whole think tank of ideas and strategies**, and that’s something you can’t get with just one person.



My friend, let’s call her June, runs a growing manufacturing company. She’d been handling her marketing in-house, relying on a small team to manage everything from social media to graphic design. But as her business expanded, she started to feel the strain. “I’m at a crossroads,” June said, and I could tell she was frustrated. “Do I need to invest in hiring a full-time Chief Marketing Officer (CMO), or is there another way?”





“
The right
marketing
partner can
feel like an
extension
of your
own team—
without the
overhead.”

I've been in the marketing world for years, and I've seen firsthand how outsourcing can be a game-changer, especially for small to medium-sized businesses like June's. So, I shared my thoughts, starting with the one thing every business owner has on their mind: cost.

THE COST ADVANTAGE

"June," I began, "have you considered how much it actually costs to bring on a full-time CMO? Not just the salary, but benefits, PTO, vacation time—all of it adds up." She nodded, already doing the math in her head. "Here's the thing," I continued, "for the same or even less money, you could outsource your marketing and get access to an entire team. You're not just hiring one person—you're hiring graphic designers, social media experts, videographers, writers, strategists, all rolled into one package."





June was clearly interested, so I kept going. “And the best part?” I added, “You don’t have to worry about benefits or managing time off. It’s going to sound too good to be true. You only pay for the services you need, when you need them, and you get a team that’s laser-focused on driving results.”

June raised an eyebrow. At this point in the conversation, it’s natural to be skeptical. “So I get all the benefits without the headaches?” she asked, half-joking.

“Look, it’s not a magic wand,” I said back, “but it is a lot like having your cake and eating it too—without worrying about who’s going to cover the office while they’re on vacation.”

THE ELUSIVE UNICORN

June’s biggest hesitation seemed to be rooted in the idea of having someone in-house who could fully immerse themselves in her brand. “I get it,” I said, “but let me ask you this—how easy do you think it is to find someone who’s an expert in graphic design, a social media whiz, a talented writer, and a brilliant strategist all in one?”

She laughed, “That sounds like a unicorn.”

“Exactly,” I replied. “And here’s the kicker—even if you do find that unicorn, they’re probably running their own business by now. The truth is, expecting one person to wear all those hats is unrealistic. But when you outsource, you’re essentially creating a team of specialists who bring their own expertise to the table. Like having a Swiss Army knife for your marketing needs.”

THE POWER OF COLLABORATION

June didn’t get where she is by saying yes to every idea that came her way. I could see the wheels turning, but she wanted to know more. So, I shared one of the biggest benefits I’ve witnessed in my own business, with my own two eyes: the power of collaboration.

“When you hire a single in-house marketer, you’re limited to their skill set, their creativity, their ideas. But when you outsource to a marketing team, you get multiple perspectives, diverse skill sets, and a collaborative environment that breeds innovation. It’s like having ten creative minds working together to solve your marketing challenges instead of just one.”

June nodded thoughtfully. “So, you’re saying it’s not just about the skills, but the collective creativity?”

“Yes, 100%,” I said. “Many heads are greater than one. Outsourcing gives you access to a whole think tank of ideas and strategies, and that’s something you can’t get with just one person.”

She smiled, “I like the idea of having a think tank. Sounds fancy.” From a manufacturing exec, I never know whether “fancy” is a good word or a bad one.

“It’s fancy *and* effective,” I assured her.

THE DECISION

By the end of our conversation, June was starting to see the benefits more clearly. “It sounds like outsourcing might be the way to go,” she admitted. “But how do I know it’s the right choice for my business?”

At this point in the conversation, whenever it happens, I try to separate myself from being a business owner to just being a friend. “It’s all about finding the right fit,” I said. “Outsourcing isn’t a one-size-fits-all solution, but if you’re looking for cost-effective expertise, a range of skills, and a team that can grow with your business, it’s worth considering. The right marketing partner can feel like an extension of your own team—without the overhead.”

As we wrapped up our chat, I could tell June’s mind was already racing through some of these new options. The frustration from earlier had turned to curiosity; ideas were forming. “Thanks for the insight,” she said. “You’ve given me a lot to think about.”

To me, that’s what these conversations are all about. Person to person, exchanging ideas that can help drive each other’s success. For small to medium-sized businesses looking to maximize their impact without the overhead of a full-time in-house team, outsourcing offers a smart, strategic path to growth. As business owners like June are discovering, sometimes the best move is trusting the right partners to help you reach your goals. 🌐



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Fractional FINANCIAL ADVISORS

Flexible Expertise for Growing Businesses



WRITTEN BY
CONOR BOYD,
GENERAL AGENT OF NATIONAL
LIFE GROUP, FOUNDER OF
THOROUGHbred ADVISORS

In today's fast-paced business environment, small to medium-sized enterprises (SMEs) face unique challenges. They often require the expertise of seasoned financial professionals but may not have the resources to bring on a full-time financial advisor. Enter the fractional financial advisor, a growing trend that offers a strategic solution to this dilemma.

WHAT IS A FRACTIONAL FINANCIAL ADVISOR?

A fractional financial advisor is an experienced financial professional who provides specialized guidance to businesses on a part-time or project basis. Unlike traditional consultants, who often offer broad advice and step back, fractional advisors roll up their sleeves and integrate

themselves into the business for a set period, typically ranging from a single financial quarter to over a year. This hands-on approach ensures that the advice given is not only practical but also implemented effectively.

HOW DOES IT WORK?

Fractional advisors are brought into the business to tackle specific financial challenges

or to provide ongoing strategic advice. This can include everything from investment planning, tax strategy, and portfolio management to more tailored services like retirement planning for the business owner and financial wellness programs for employees. The advisor becomes an integral part of the team, attending meetings, analyzing financial data,

and collaborating closely with the business owner and key stakeholders.

Because fractional advisors work on a part-time basis, businesses gain access to top-tier financial expertise without the overhead of a full-time salary. This flexibility allows SMEs to scale their financial advisory needs according to the business cycle, receiving the precise level of support required at any given time.

BENEFITS TO BUSINESS OWNERS AND EMPLOYEES

For business owners, engaging a fractional financial advisor means receiving high-level strategic guidance tailored to their specific needs. Whether it's optimizing cash flow, navigating complex tax regulations, or planning for future growth, the advisor's insights can significantly impact the company's financial health.

But the benefits extend beyond the owner. Fractional financial advisors can also design and implement financial wellness programs for employees, providing them with the tools and knowledge to manage their finances more effectively. This not only boosts employee morale and retention but also aligns their financial well-being with the overall health of the business.

IS A FRACTIONAL FINANCIAL ADVISOR RIGHT FOR YOUR BUSINESS?

In an ever-evolving business landscape, the role of fractional financial advisors is becoming increasingly vital. By offering flexible, expert guidance, they provide SMEs with the strategic insights needed to thrive—without the commitment of a full-time hire. Consider exploring this innovative approach to financial management and take the first step toward securing a more prosperous future for your business and your employees.

If you're a small or medium-sized business owner looking to enhance your financial strategy, a fractional financial advisor could be the key to unlocking your company's potential. The first step is to assess your business's current financial needs and challenges.

About Thoroughbred Advisors

Thoroughbred Advisors: Your Premier Financial Partner in the Capital Region. With 7 flagship offices, a team of 129+ dedicated advisors, and a network of over 240 brokers, we are committed to delivering personalized financial solutions that go beyond the offerings of big-box institutions. Our mission is to be the top choice for clients and advisors seeking a trusted, relationship-driven financial firm.

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A fractional financial advisor offers SMEs top-tier financial expertise without the overhead of a full-time salary.



At Thoroughbred Advisors, we specialize in providing tailored financial advice that aligns with your business goals. Contact us today to schedule a meeting, where we can discuss your specific needs and determine how our fractional advisory services can best support your business's growth and success.



TIPPING THE SCALES

THE ADVANTAGES OF OUTSOURCING YOUR IN-HOUSE COUNSEL



WRITTEN BY **MATTHEW WAGONER**,
PRINCIPAL, THE WAGONER FIRM

Imagine a company—we'll call it Springwater Tech Solutions—that's on the rise but facing some tricky legal hurdles. Now, before you start Googling them, let me clarify: the Springwater Tech Solutions in this article isn't real. It's a fictional company, crafted to give us a clear picture of how outsourcing a legal department can play out in the real world. By stepping into their shoes, we can explore the practical benefits and potential pitfalls of outsourcing your legal needs.

In the growing tech market of Upstate New York, a small but fast-expanding SaaS company was gaining attention in the industry. Springwater Tech Solutions, with a dedicated team of 30 employees, had carved out a niche for itself by providing cutting-edge software to sophisticated clients across various industries. As their customer base grew, so did their challenges—particularly in navigating the increasingly complex legal landscape that accompanied their expansion.

THE CHALLENGES OF GROWTH

For a small business like Springwater, growth was both a blessing and a burden. As new opportunities arose, so did a host of legal issues that the company hadn't faced before. Contract negotiations with new clients became more intricate, with each client having specific needs that required careful attention. In addition,

Springwater faced challenges related to real estate, such as acquiring new office space and managing lease agreements, as well as HR issues involving hiring practices, employee conduct, and terminations.

The company's founders considered hiring a full-time in-house legal counsel to manage these challenges. However, the costs were steep—salaries, benefits, and the overhead associated with bringing on a full-time attorney were simply too much for their budget to bear. Moreover, the range of legal expertise they needed was far too broad for one person to handle effectively.

A STRATEGIC DECISION

Faced with these challenges, Springwater began exploring other options and soon found a solution that would not only meet their needs but also align with their commitment to cost efficiency and growth. They decided to outsource their legal department to a reputable law firm that specialized in supporting small businesses with sophisticated legal requirements.

This decision marked a turning point for Springwater. By outsourcing their legal needs, they were able to access a team of legal experts with specialized knowledge in multiple areas—contract laws, finance and banking law, real estate law, employment law, corporate law, M&A law, state and federal regulations, and dispute resolution, among others. The outsourced team would join Springwater on business calls with clients and their counsel to navigate complex contract negotiations and ensure agreements aligned with everyone's interests. No longer burdened by the complexities of legal matters, the company's leadership could refocus their attention on what they did best: innovating and growing their business.

THE BENEFITS OF OUTSOURCING UNFOLD

As Springwater partnered with the external legal team, the benefits of outsourcing became immediately apparent. One of the most significant advantages was the cost savings. Instead of bearing the expense of a full-time legal department, Springwater only paid a flat monthly fee for the services they needed. This flexibility allowed them to manage their budget more effectively and allocate resources to other critical areas, such as product development, marketing and sales.

With the legal experts handling their contracts, Springwater secured favorable terms with new clients, protected the company's interests and ensured that their agreements were airtight. The legal team's involvement in real-time negotiations also helped to streamline the process, reducing delays and fostering stronger relationships with their clients.

Access to expertise became another critical benefit, as the legal team guided Springwater through real estate transactions, from acquiring new office space to managing complex lease agreements. They also managed HR-related issues, including best practices for hiring, handling employee conduct, and navigating the delicate process of terminations. Additionally, the

outsourced team helped draft and update company policies and handbooks, ensuring that Springwater remained compliant with labor laws and maintained a healthy workplace environment.

Beyond these day-to-day needs, the outsourced legal team also assisted Springwater with corporate compliance, financing issues, and dispute resolution. Whether it was raising capital, managing debt, or navigating full-blown commercial litigation, Springwater had expert legal support at every turn.

And when Springwater was ready to acquire and roll up another business that synergized with their own business and growth goals, their outsourced legal team was ready to run. They assisted with letter of intent, due diligence, drafting the purchase and sale agreement, drafting the employment agreements for the employees joining Springwater, as well as the SBA financing Springwater used to finance the acquisition.

CONSIDERATIONS ALONG THE WAY

Of course, outsourcing wasn't without its challenges. Springwater had to navigate the reality of having less control over day-to-day legal operations. There were moments when the leadership team missed the immediacy of having legal counsel in-house, particularly when urgent matters arose. Responsiveness from the external team, while generally good, occasionally lagged compared to what might have been possible with an internal staff member.

Additionally, confidentiality concerns were top of mind. Entrusting sensitive information to an external party requires a high level of trust and careful management. But by working closely with the legal firm that had institutional knowledge about Springwater and its team, and establishing clear communication channels, Springwater was able to mitigate these concerns effectively.

THE STRATEGIC MOVE THAT PAID OFF

Looking back, the decision to outsource their legal department was one of the most strategic moves Springwater Tech Solutions made that year. The benefits—cost savings, access to expertise, flexibility, and reduced liability—far outweighed the challenges. By choosing to work with an external legal team, Springwater not only protected their business but also positioned themselves for sustainable growth in a competitive market.

While Springwater Tech Solutions is a fictional example, their story reflects the real-world potential that small businesses can unlock by outsourcing their legal departments. For companies facing similar challenges, this approach offers a pathway to managing legal complexities without sacrificing the focus and resources needed to thrive. 🚀

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SEASON 2: EPSIODE 15

Four Incredible Shows at The ATF

Mike interviews Miriam Weisfeld, the Producing Artistic Director of the Adirondack Theatre Festival! The ATF has produced fantastic original shows for 30 years, and 2024 will be no exception. From a one-man Titanic musical to a modern Hitchcock thriller, this season's shows are ones you won't want to miss!



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SEASON 2: EPSIODE 14

The Secrets of Influencer Marketing

Mike interviews Stephanie Poulin, owner and founder of The Happy Brands Company! Marketing has many facets, and Stephanie gives us the basics on a new style that's been taking off lately: influencer marketing. What is it? How does it work? Is it right for your business? Listen to find out!



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SEASON 2: EPSIODE 13

Grow Your Business with The ARCC

Mike meets with Tricia Rogers, President of the ARCC! Tricia has led the Adirondack Regional Chamber of Commerce for two years, and its offerings for local businesses keep getting better. From ribbon-cuttings to mixers and educational services, the value of the ARCC is incredible! Listen to learn how they can help you and your business!



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SEASON 2: EPSIODE 12

KJ's Barbershop – with Kris Jordan

Mike interviews Kris Jordan, the master barber and owner of KJ's Barbershop! Both his grandfather and father were barbers, but Kris wasn't so sure he wanted to do it himself... All of that changed after a significant event in 2020. What happened? Why did it motivate him to reenter the family trade? You'll have to listen to this episode to find out!



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**EPISODE 56****2nd Generation Advances at Cerrone Plumbing**

Our hosts interview Joe Cerrone of Cerrone Plumbing, Heating & Air Conditioning! Joe is the second person to head the operations of Cerrone, after his father... What advances did he bring to the business? What's stayed the same? What did he learn along the way? Listen to this episode to hear the answers, plus much more!

**Scan to Listen****EPISODE 55****Cracking Open Cold Ones at Cornell's**

Our hosts talk with Mike Colvett and Casey Cornell of Cornell's Auto Parts! Cornell's is doing something very special. They boast the claim that their auto operation is heavily recycling-based, reusing car oil, parts, metal, carpeting, and more from their cars! How is this possible? How did they get started doing this?

**Scan to Listen****EPISODE 54****Taking the "Side" out of "Side Hustle"**

Our hosts interview Josh Brown and Zach Moore of Brown Design & Construction! Both of them have other full-time jobs that they still take part in... And yet, the side hustle they started up out of curiosity has taken off like wildfire! What's their secret to success? How do they balance work responsibilities? What's their training?

**Scan to Listen****EPISODE 53****One Man, One Plan - Zay Gets it Done**

Our hosts interview Zay DuPree, the one-man mastermind behind DuPree Heating & Cooling! When people think of a one-man operation, they typically picture an old dude with a beat up truck and a couple fans in the truck bed. But Zay couldn't be further from that vision. Fully insured and professional, Zay proudly stands by the quality of his process and results.

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