

As part of our efforts to help companies find ways to cut costs, Expense Reduction Analysts and CFO Research Services have collaborated in publishing an important white paper for midsize companies. It's clear from the more than 200 senior finance executives across the United States who responded to a CFO Research survey that **eliminating excess G&A expenditures opens up a new source of substantial, sustainable contributions to the bottom line.**

The white paper confirms that management commits more resources to direct expenses than to G&A costs. As your company contemplates the full range of cost cuts available—including painful staff reductions—**ERA can help reduce non-core expenses that will yield predictable, often double-digit savings.**

As an example, a \$50M company will most likely have 10%-15% in G&A costs. This means that the company is spending \$5.0M - \$7.5 million annually on indirect costs. **If one could decrease that expenditure by 20% (ERA's average savings),** savings of \$1.0 - \$1.5 million could be achieved.

Given that companies today are likely facing an extraordinarily challenging sales environment, a cost reduction strategy that can save 20% on overhead costs without spending more money or resources is welcomed by many CFOs and business owners, possibly even saving jobs.

You can download a copy of the report, "Bringing the Discipline of Direct Cost Management to G&A Costs," from our website, <http://expensereduction.com/whitepaper> or from the CFO website www.cforesearch.com.

Please contact Marylou Garcia, Managing Director, to learn how **ERA can help your company save \$100,000 or more with no added cost.** ERA works on a contingency basis so, if we are unable to find savings, there is no fee.

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