

Ray Justice Case Study

Partnership for Long Term Success

Challenge

Ray Justice has been a McDonald's business owner for a long time, so he's seen the ups and downs that restaurants and franchises face. As a successful business leader, he's quite aware of the importance of good communication and excellent service, and he knows the value of timely, accurate accounting and back office support services. When he realized it was time to look for new financial professionals, he knew just who to contact. Ray reached out to Sparkmon and Associates based on a positive past experience with the firm's founder. He says, "We worked with Richard Sparkmon at Arthur Andersen, and he always did an excellent, thorough job."

Solution

The first thing Sparkmon did was review the P&L reports and work on solutions for any major issues that appeared, before going on to balance checking accounts, handle cashless sales, pay invoices and file federal and state taxes. Right away, Ray could tell he was in good hands. "I have been in this business for 56 years, and I knew they were on the right track. McDonald's is their specialty. They understand the internal workings of the industry, going so far as to attend classes and regional and national conventions." He soon found that what he'd liked about working with Richard was evident throughout the firm: "Sparkmon and its team have always been very responsive to our needs. All of the employees we've spoken with over the years are knowledgeable and very detail oriented."

Result

Forty years after choosing to entrust his accounting needs to Sparkmon and Associates, Ray is still pleased with his decision. From the actual work performed to the level of service to the ability to communicate, he's found the partnership to be a positive one. "The quality of their work is excellent," says Ray. "They work hard to help us with any problems that we may have and answer any questions that may arise. They excel at communication and interaction. Any time there was a question or they needed information, they explained fully what was needed and why. Would he recommend Sparkmon to other McDonald's owner/operators? Ray's answer is a resounding, "Absolutely!"

Testimonial

In all the years I've worked with Sparkmon and Associates, I've worked with many of the team members and have found each and every one to have the highest degree of knowledge about my business and always ready to go the extra mile."