

Scott Lang Case Study

Starting Off On The Right Foot

Challenge

In 1997, Scott Lang made the decision to become a business owner as a McDonald's franchisee. Though excited about the prospect and ready to get to work, he knew he had a bit of a learning curve when it came to the accounting aspects of running his restaurants. Scott decided to hire a professional to assist him and received a referral from a fellow McDonald's owner/operator. "The other owner/operator worked with Sparkmon, with good things to say about them," says Scott. "Given they have a focus on partnering with McDonald's business owners, and given I was brand new to everything, I felt working with them would be a good move."

Solution

"I wasn't quite sure how to get things started and the team at Sparkmon really helped me," recalls Scott. "They helped me get everything set up and were always very clear in their explanations of what was needed along with providing plenty of options." And since Sparkmon has a focus on the needs of McDonald's owner/operators, Scott knew he could rely on them to answer all his questions and provide guidance customized for his business. "They pointed me in the right direction and helped me get my restaurant up and running quickly and efficiently."

Result

"Sparkmon's understanding of my business' operations and industry resulted in as easy a restaurant opening as you can hope for," says Scott. "They were efficient with getting me set up. Things were done right the first time and made my life much easier." Would Scott recommend the Sparkmon team to other McDonald's owner/operators? "Considering the fact that I've worked with them for so long, I think it's safe to say I'm pleased with the work that's been performed and the value they've provided me. So yes, I would definitely recommend them and have done so several times."

Testimonial

"Working with Sparkmon has been one of the easiest experiences I've had as an owner/operator. Selecting the appropriate accounting firm is not just a matter of dollars and cents – it goes well beyond that to the overall value of the experience. I would rate the value of the expertise provided to be of the highest level. The quality of the people I interact with is and has always been outstanding."