



## RUSSELL GOLDBERG

Partner  
Withum

### ACCOUNTING

**What do you consider the biggest areas of opportunity for businesses in Central Florida in 2020?**

The biggest area of opportunity for Central Florida is the fast-growing economy and explosive growth in the region. Over the past couple of years, the population has grown with additional people moving to Florida on a weekly basis. Central Florida's growth economy provides great opportunities for expansion to businesses in the area.

**What do you consider the biggest challenges for businesses in Central Florida as we move into 2020?**

Economic growth and increased competition come hand-in-hand. It will be a challenge for businesses to maintain a competitive advantage. Understanding your competitors and industry will be a huge asset as the economy continues to grow.

**What is the most important advice you give new clients on how to grow their business?**

As their business grows, management will certainly face many challenges. It is important to plan for growth and develop a strategy to execute the plan.

**What is the most common mistake you've seen businesses make when trying to grow their company (seeking out a loan for more space, equipment, seeking capital to grow their workforce etc.)?**

The most common mistake that a fast-growing company can make occurs when management does not understand the capital needs to fund the company's growth. This is a serious error that can lead to cash flow issues and concerns.

**Is there any other expertise you would offer a client who is seeking to grow their business?**

Clients seeking to grow their business should spend time analyzing their company data and concentrating on budgets and forecasts to make sure they can sustain the growth trajectory. Successful companies generate consistent profit margins, so it is important to pay attention to what your profit margin is.



What Can **Momentum**  
Do for Businesses?  
*Accelerate Success.*

As a Preferred SBA (Small Business Administration) Lender, we originate, underwrite and approve loans directly on behalf of the SBA, resulting in quick decisions, approvals and closings.



**Patrick Fenech**  
Sr. VP / Managing Director SBA Lending  
pfenech@americanmomentum.bank  
(813) 833-9002



**Ruben Alfaras**  
Sr. VP / SBA Business Development Officer  
ralfaras@americanmomentum.bank  
(813) 748-7926



**Steven R. Hoschak**  
VP / SBA Business Development Officer  
shoschak@americanmomentum.bank  
(813) 300-9246



**Jeannine Balanky**  
VP / SBA Business Development Officer  
jbalanky@americanmomentum.bank  
(904) 477-7057

AMERICAN **M**OMENTUM BANK®

americanmomentum.bank

SBA loans from American Momentum Bank are in participation with the United States Small Business Administration. Loans are subject to approval in accordance with SBA eligibility and lending guidelines. Other lending programs are available. Rates and terms are subject to change.