

Our Services

A GUIDE TO WORKING WITH MAXIMUS ANALYTICAL FIRM

Every engagement starts with the same question: which five or six numbers decide your year? From there, we match the level of support to what your business needs, from a single conversation to hands-on operating leadership.

SERVICE	INVESTMENT	CADENCE	COMMITMENT
Dashboard Build	From \$7,500	Project, plus 60 days of support	One-time
Executive Advisory	\$275 / hour	As needed	None
Strategic Advisor	\$5,000 / month	Weekly review + monthly half-day deep dive	3-month minimum
Fractional COO	\$10,000 / month	Twice weekly + monthly full-day deep dive + quarterly 2-day planning	3-month minimum
Growth & Scale	\$15K-\$30K+ / month	Fractional COO cadence + growth workstreams	3-month minimum
Exit & M&A Advisory	Custom + 4%	Set by engagement	Engagement-based

01 Dashboard Build

FROM \$7,500 · ONE-TIME

Best for: Leaders who need one clear view of the business instead of scattered reports.

We turn the reports your systems already produce into a decision-grade dashboard, with every KPI defined, sourced and owned. No new software to buy, and your team can run it without us when we're done.

THE BUILD

- Data audit of your current reports and systems
- KPI definitions your team signs off on
- Dashboard built on your own exports
- A named owner for every metric
- Training for leadership and metric owners

INCLUDED FOR A CLEAN HANDOFF

- **60 days of post-delivery support:** training, modifications and enhancements to what we built
- Full **SOP, QFG** and all supporting documentation
- Refresh process your team can run on its own

New dashboards or builds outside the original scope require a written addendum at a newly negotiated rate.

02 Executive Advisory

\$275 / HOUR · AS NEEDED

Best for: Owners and executives facing a specific decision or problem.

Focused, on-demand time with an experienced operator to pressure-test a decision, review the numbers or work through a hard problem. Billed in arrears for time used, with no ongoing commitment.

- Decision and scenario review
- Financial and KPI review
- Pricing, payer or staffing questions
- Board or partner meeting preparation

03 Strategic Advisor

\$5,000 / MONTH · RETAINER

Best for: Leadership teams that want a senior operator in their corner, close to the numbers every week.

A standing advisory relationship. We review your performance with you every week, go deep once a month, and stay close to the decisions that move the business.

WEEKLY

Performance review: KPIs, wins, misses and priorities for the week ahead

MONTHLY

Half-day deep dive into one area of the business, with findings and an action plan

BETWEEN SESSIONS

Access for decision support by phone and email

WHAT'S INCLUDED

- Weekly KPI and performance review
- Monthly half-day deep dive
- Quarterly priorities and goal-setting
- Leadership coaching on the numbers

COMMITMENT

- 3-month initial commitment
- Then renew, downgrade, or continue month to month
- Sessions are virtual by default; on-site sessions by request, with travel reimbursed

WHAT WE NEED FROM YOU

- A named point of contact and access to the reports that drive your numbers
- Leadership attendance at weekly reviews and the monthly deep dive

04 Fractional COO

\$10,000 / MONTH · RETAINER

Best for: Growing organizations that need senior operating leadership without the cost of a full-time executive.

We step into the operating seat part-time. We run the operating cadence, hold owners accountable to their numbers, and manage the work that keeps execution on track, so leadership can lead instead of chase. You get a COO's rhythm, judgment and follow-through, scheduled and predictable.

TWICE WEEKLY

Operating sessions: scorecard review, owner accountability, issues and next steps

MONTHLY

Full-day deep dive into operations, staffing, finance or growth. On-site visits require travel reimbursement

QUARTERLY

Two-day on-site planning session to set priorities, owners and targets. Travel included in the fee

A TYPICAL MONTH

WEEK 1

Two operating sessions. Last month's results reviewed with owners; priorities set

WEEK 2

Two operating sessions. Full-day deep dive on the month's focus area

WEEK 3

Two operating sessions. Deep-dive actions assigned and tracked

WEEK 4

Two operating sessions. Monthly report to ownership

WHAT'S INCLUDED

- Twice-weekly operating meetings and scorecard
- Accountability for owners and targets
- Process and workflow improvement
- Payer, vendor and partner management
- Hiring and org-structure guidance
- Quarterly plan with priorities, owners and targets
- Monthly report to ownership
- Access between sessions for urgent decisions

COMMITMENT & TRAVEL

- 3-month initial commitment
- Then renew, downgrade to Strategic Advisor, or continue month to month
- Quarterly two-day on-site planning: travel included in the fee
- Monthly full-day deep dive on-site: travel reimbursed at cost

WHAT WE NEED FROM YOU

- A named point of contact
- Access to the reports and systems that drive your numbers
- Leadership attendance at operating sessions

05 Growth & Scale

\$15K-\$30K+ / MONTH · RETAINER

Best for: Organizations ready to grow revenue, enter new markets or build the capacity to deliver more.

Everything in the Fractional COO cadence, plus dedicated growth workstreams led hands-on. The monthly fee is set by scope: the number of locations, markets and workstreams in the plan.

- Growth plan and market analysis
- Referral, sales and intake conversion
- New market or service-line launch
- Capacity, staffing and margin modeling

06 Exit & M&A Advisory

CUSTOM ENGAGEMENT + 4%

Best for: Owners planning a sale, merger or acquisition in the next one to three years who want to maximize what the business is worth.

MAF serves as an **advisor and analytical support** to strengthen the numbers buyers pay for: clean, defensible performance metrics and the operational improvements that raise valuation and multiples.

WHAT WE DO

- Analyze the drivers of your valuation and multiple
- Identify and help fix the issues that lower value
- Strengthen KPI, margin and operating performance
- Advise on the operating story behind your numbers
- Work alongside your broker, attorney and CPA

WHAT WE DO NOT DO

- We do **not** broker the deal or act as a business broker, investment banker or broker-dealer
- We do **not** find, introduce or market to buyers
- We do **not** negotiate the transaction for you
- We do **not** prepare due diligence materials or data rooms
- We do not provide legal, tax or accounting advice

How every engagement works

1 · WORKING SESSION

A free 30-minute conversation about your goals, reporting and biggest gaps

2 · PROPOSAL

A written scope, cadence and fee, signed with the Client Services Agreement

3 · KICKOFF

Data access, owners named and the first sessions scheduled

4 · REVIEW

After the initial term: renew, downgrade or continue month to month

BILLING

- Retainers billed monthly in advance
- Projects: 50% to start, 50% on delivery
- Hourly advisory billed monthly for time used
- Invoices due within 15 days

DATA & CONFIDENTIALITY

- Work runs on aggregated, de-identified data by default
- Any PHI requires a signed Business Associate Agreement
- Mutual NDA available before we see your numbers
- You own your data and your dashboards

START WITH A FREE WORKING SESSION

calendly.com/steven-mafks/30min · steven@mafks.com