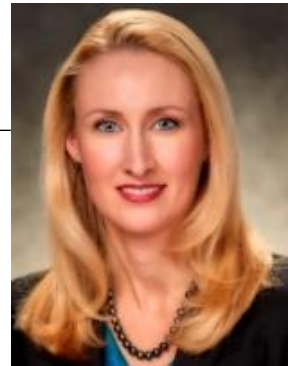


## Lynn Goessling

Herzog Crebs LLP

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Years of experience: 25 years

What's the biggest mistake you've seen business owners make, and what advice would you give to solve the problem?

The two biggest mistakes revolve around waiting too late to bring your professional team into a transaction and not being clear in your objectives. There is rarely one way to tackle any issue, and the approach may vary drastically depending on your objectives. If your team is clear on your objectives, then they can help you develop a strategic plan to get there. Once the "train leaves the station," it can be more difficult and more expensive to correct the course or take advantage of other options. For example, in the real estate context, the advice that I would give a client in purchasing or leasing property would depend on their business objectives as well as the effect on their balance sheet.

Where does your motivation to help businesses grow come from?

I started out as an intern with my firm and now I am an owner. I face many of the same issues as my clients. That growth has helped me identify with my clients' objectives and tackle their issues from a practical business perspective. I love finding creative solutions to accomplish my client's objectives or to bridge the gap in a deal to take my client to the next level. There is always satisfaction in leading the client through these milestones to grow their business. I also get great satisfaction from the close relationships that I have developed with my clients. It is so rewarding to become a client's trusted adviser so that I can help them make their dreams for their business a reality and celebrate with them along the way.