



## Success Story

Prosper for Business

In the 18 months that the Full Throttle Indoor Karting team has been working with Mackey Advisors, they have experienced exceptional growth while increasing earnings and adding new attractions & locations.

# Full Throttle Indoor Karting

Annual sales increased by **20%**  
Annual net income grew by **784%**  
Equity increased by **101%**  
Average project revenue increased **194%**

**The Challenge** | Aaron always had big growth goals for the business. From co-founding the business in 2011 to expanding the track in 2015 to acquiring an additional location in 2017, growth was always a major focus. The challenge was to measure the success of each new growth idea & it's impact on revenue, profit & cash flow.

**The Solution** | The Full Throttle team partnered with Mackey Advisors to:

- Build financial trend reports & scorecards to monitor the business through monthly CFO meetings
- Develop a clear plan for growth and accountability systems for the leadership team to achieve that plan
- Analyze & evaluate numerous strategic decision points including growth strategies, new locations, and new attractions
- Leverage cash flow more effectively

**About** | Full Throttle Indoor Karting offers a fun & competitive place to race and throw axes. From individuals to large group events, Full Throttle is dedicated to exceptional customer service while providing a high energy experience at their Springdale, OH & Florence, KY locations.

*"Five years before starting Prosper for Business, we said no, I wish we'd said yes. I've never walked away without value. Our service team at Mackey is incredibly supportive and at the same time has never shied away from challenging us. – Aaron Banfield, Owner*

