

For Immediate Release - Issued 21 March 2012

Help for business owners pinched by today's economy

Escalating fuel costs, increased energy costs and a gradual decline in revenues are hitting business owners and organizations where it hurts most -- their bottom line.

Factor in additional employee training and retention issues, and it's easy to see why more companies are reducing costs, often by cutting wages and jobs.

"It doesn't have to get to this point. A tighter bottom line can be improved upon, even in today's economy. We can examine the business structure and initiate an employee diversification process that will have a significant impact on revenues," said Susan Hays-Barr of Barr Associates.

"We're all experiencing the same issues. But many successful companies are utilizing Resource Associates Corporation's (RAC) Attribute Index to help accelerate growth and become bottom-line oriented."

The RAC Attribute Index provides businesses and organizations a powerful new tool in maximizing their greatest asset --their people.

"This is not a new trend or seminar course that ties up a company's resources," Hays-Barr stated. "This is a scientifically proven approach to business structure and individual assessment, and has been used in large corporations for over 30 years."

Now, it's available to businesses and organizations of all sizes.

Barr Associates is the first company to be certified in the administration and interpretation of the RAC Attribute Index in this part of the country.

"Receiving certification in this process enables us to meet our clients needs more quickly, and more efficiently. This approach has been the secret success of many companies along the east coast and in the large metro areas. Now, we can offer the RAC Attribute Index here in the Midwest. It's very exciting," she added.

And for those companies or organizations who have tried similar programs without much success? "This is completely different. This actually is a fun, energizing process, both for management and employees. And it works."

For business owners feeling pinched by today's economy, all resources are valuable. What better way to secure those resources than a proven method such as this?

Currently, Susan Hays-Barr's consulting/coaching practice focuses on business and employee structure. The addition of the Resource Associates Corporation's Attribute (RAC) Index to existing services is a natural extension of the companies' dedication to helping area businesses increase revenues and maintain growth.

For more information, contact:
Susan M. Hays-Barr, CMP, Principal
The Barr Associates
P. O. Box 502
West End NC, 27376
sbarr@thebarrassociates.com
Phone: (910) 215 - 0077