



# Financial Management for Design Professionals: The Path to Profitability

*Steve L. Wintner, Michael Tardif*

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You don't need to be a financial wizard to ensure the future success of your design firm! An accessible guide to financial management, *Financial Management for Design Professionals* is written for design firm principals who are responsible for their firm's finances but have little or no financial management education or experience. For mid-career design professionals looking to advance their careers, the book is an indispensable reference and training guide. Using a simple, step-by-step format, this book shows design professionals how to:

- Develop an annual budget and profit plan
- Calculate the overhead rate for a firm
- Calculate the break-even rate and hourly billing rate for each employee
- Establish project fees
- Use readily available financial information in successful negotiation
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