



Case Study

The Snell Group

CHALLENGE

The Snell Group of companies includes Snell Infrared, the leading provider of vendor-neutral training and consulting services for thermographers; Snell Inspections, offering infrared inspections, electrical motor testing and electrical ultrasound; and Snell Infrared International, the leading provider of vendor-neutral training and education for infrared thermographers internationally.

With one Snell Group company clearly established as an industry leader and two others with similar potential and worldwide reach, the corporation was ready to drive for the next level. The corporation knew it would benefit from an outside, objective perspective and expertise in crafting the plan for the future.

The Snell Group had already retained the Vann Group's accounting firm because it needed a firm with great depth and business knowledge to handle its national and international scope. Through that relationship, the Snell Group became aware of the business advisory services of the Vann Group.

SOLUTION

The Vann Group helps the Snell Group look at and shape strategy, serving as a sounding board for the whole business. Seeing early on that the Snell Group was undercapitalized for the opportunity and work that lay ahead, one of The Vann Group's first priorities was to help Snell secure the financing necessary for the future.

With that foundation in place, the Vann Group helped Snell to craft and execute the blueprint for the next milestone. Working side by side with corporation management, the Vann Group continued to drive all factors critical to success.

According to Jim Fritz, Snell's Chief Executive Officer, "Mike Vann helps us to think and stretch our brains. He is open and honest and asks the right questions. We are a passionate group of entrepreneurs with a unique ownership team and style. He deals effectively with all of us and helps us cut through the fog and get past the extraneous. The Vann Group as a whole offers a more comprehensive set of services than other consultants due to its broad ranging knowledge and expertise."

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- Jim Fritz”

RESULT

The Snell Group has established a new business model – as the leading provider of asset reliability and efficiency solutions using infrared, ultrasound and motor circuit analysis. With tremendous opportunity, a sound strategy, an appropriately capitalized foundation, and a re-aligned organizational structure, the Snell Group is positioned to take their vision to the next level.