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The asset is in the service

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Neil Seiden saved hundreds of thousands of dollars for a Queens-based manufacturing and distribution company as its CFO by raising capital through a mezzanine loan and selling a division.

But when new management stepped in, Seiden, although offered a four-month consultancy, decided instead to go into business for himself.

In May, he opened Port Washington-based Asset Enhancement Solutions, figuring he could do for clients what he did for his former employer. "If a company is troubled, I look at it is an opportunity to clean it up," he said. "With my successes in the past four years, I felt empowered and motivated that I would be successful."

The company provides cost recovery, corporate barter and trading services, turnaround consulting, and capital fundraising and interim CFO services. Seiden's market ranges from Fortune 1000 companies to small businesses.

He has a team of experts at the ready to partner with in helping clients maximize savings in energy, telecom, equipment rentals and more. "I'm helping them save cash. Instead of layoffs, they can keep people and save on other services," Seiden said.

Through barter transactions, Seiden said clients can complete projects that they might otherwise deem unfeasible. For example, if a project cost \$100,000, but a company's budget is only afford \$60,000, AES could facilitate a trade to meet the vendor's needs and supplement the gap, Seiden said.

Seiden seems most excited about using his creativity to help companies find savings. He implements that creativity to help promote the business.

For instance, he gives contacts and prospects a piggy bank to toss their spare change during the workday. When they open the bank, they'll see the Asset Enhancement Solutions logo. Seiden hopes they'll keep him in mind as they count the change.