

Breca Capital SE, LLC

www.brecacapital.com

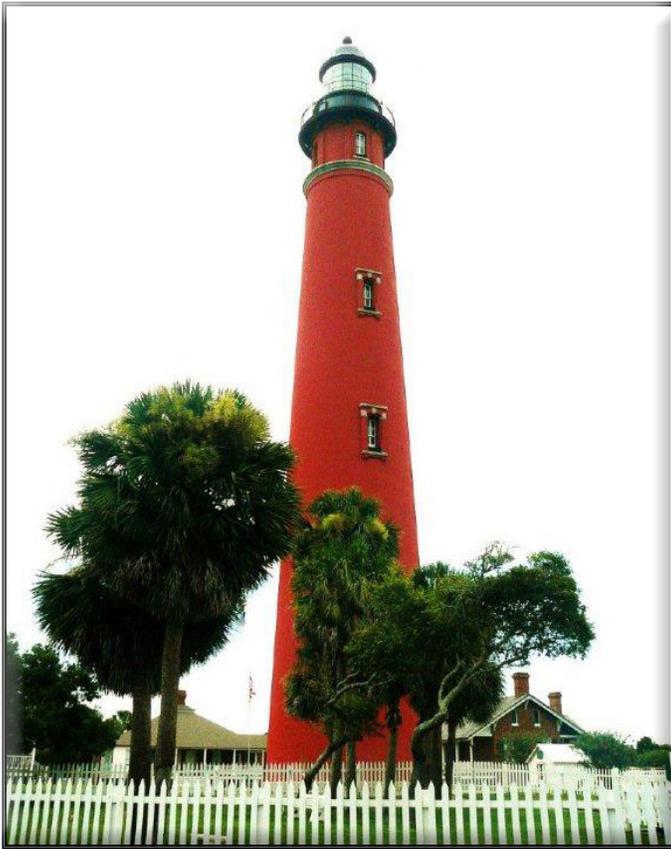
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“Breca Capital, LLC helped me develop a common sense approach to re-evaluating my business’ health and my mental focus as owner/CEO. I gained clarity and insight that lateral peer professionals could not provide. I gained the ability to “see the battle field from above.” I strongly recommend Breca Capital for sound business advice and to assist in figuring out what is next.”

-Vince Lombardi, President
Legacy Seafood, Inc.



“Working with Brett is like working with a visionary!! He has tremendous business insight and can immediately root cause any business problem with crystalline decisiveness and correct process correction. He has an excellent presence and can relate with all levels both for coaching and real time business results!!”

-Anna VerSteeg, Co-Founder and President
Competitive Solutions Inc.

Is your business constantly short on cash? Are you having to prioritize who gets paid each week and finding it difficult to discount with major vendors? Are you printing checks but hiding them in the drawer? Are you concerned about retaining vital clients and employees? Are you having difficulty dealing with banks and other creditors? These are often symptoms of deeper problems, exacerbated by the worst economy since the Great Depression, and they may be difficult or impossible to solve without professional help.

Who We Are:

- Breca Capital, LLC’s vision is to be a financial lighthouse, helping businesses navigate through the risks which abound in today’s economy. Our passion is fixing broken businesses - our expertise creating working capital, negotiating, and custom-crafting restructuring plans enables us to see going-concern opportunities where others see only liquidation. Breca is a turnaround management/venture capital company headed by Brett Fadeley, who was a founding member of the Central Florida Turnaround Management Association. Brett was the former SVP of Special Assets for a large superregional bank, and he is also an active CEO in several businesses. As such, he can empathize with troubled companies’ situations, and he has experiential knowledge with the challenges businesses encounter.
- To effect meaningful change and give a fresh start to a business, it is often necessary to bring in someone with a new perspective who can objectively analyze and counsel financially distressed companies. This “new blood” infuses the business with complete objectivity and cuts to the core problem to make a diagnosis and start immediate emergency care.
- Breca brings a fresh perspective, and we are unique specialists who are a calm within the storm – because we are there all of the time. We are accustomed to making tough decisions, and when time is of the essence, we don’t panic, we engage. Our team has over 50 years of combined experience and has successful experience negotiating with lenders, vendors, investors and customers even under the most adverse and hostile conditions.
- Our experience with Special Assets and Banking provides the unique perspective of understanding the needs of all parties, enabling us to reach an optimal solution for all stakeholders. We custom-craft solutions for all sorts of problems - from cash flow problems caused by rapid growth, to management of orderly liquidation/Chapter 7 for companies not considered going-concern enterprises. Our unique experience allows us to maximize stakeholder value and recovery rates.
- Although we are a Florida market specialist, we operate throughout the Southeast and we are extremely well connected with the legal, accounting, banking, finance and distressed investing community. We are also connected to an experienced network of professionals in operations, marketing, sales, finance and many other disciplines. Furthermore, we have extensive contacts with traditional lenders, asset based lenders, factors, and access to private equity financing - our network allows us to bring in expertise/resources to meet any need. We are active members in the Turnaround Management Association of Florida, the Turnaround Management Association of New York, and the Central Florida Bankruptcy Law Association.

“My referrals to Brett over the past fifteen years have yielded improved profitability for business owners who utilize his services and implement his strategic vision.”

-Anne Kelley Fray, SVP/Chief Credit Policy Officer
BankFirst

Our Approach - Reflects Our Values

- **Integrity** – we hold ourselves to the highest standard and treat each customer the way we would want to be treated. We are guided by integrity in everything we do and understand that trust is primary to all business relationships.
- **Creativity** – we provide creative options to anticipate different scenarios and to provide our customers maximum flexibility.
- **Objectivity** – our objectivity enables us to get straight to the root cause of financial distress.
- **Independence** – we are not constrained by biases and preconceptions, giving us the ability to see the big picture and articulate the consequences of each choice.
- **Straight Talk** – in a respectful way, we are always straightforward, so everyone knows where we stand.
- **Empathy for Small/Family Owned Businesses** – we have experiential knowledge of the challenges small, family-owned businesses face, and we respect the complexity of the underlying relationships.
- Each client is unique and we begin by listening and learning, and completing a situation analysis so we can craft a customized solution which treats the root cause of the problem and meets the client’s unique needs.
- Breca always has one of its principals directly involved full-time with each client. Our compact, low overhead enables us to pass cost savings along to our clients and to provide continuous contact with a Senior Advisor.
- Our #1 short term priority is always CASH, CASH, CASH – as the saying goes “out of cash, then out of business.” At Breca Capital we use our experience and creativity to create cash in your empty bank accounts. There are very few instances where we have not been able to enhance liquidity within a short period of time.
- We specialize in out-of-court restructurings in an effort to limit reputation damage, business disruption, as well as the expense and cumbersome nature of the bankruptcy process. We use our turnaround diagnostic process to guide your business through the out-of-court restructure, raise cash reserves, right-size overhead, streamline operations, and restructure debt. At its summary level, the process includes:
 - Performing a business diagnostic to evaluate the validity of the company.
 - Creating an out-of-court restructuring plan. Simultaneously creating a pre-bankruptcy plan as a contingency in case the restructure attempt is circumvented.
 - Presenting the plan to creditors for approval.
 - Implementing the Plan of Reorganization.
 - Returning operational control to the CEO/Owner.

We offer the full continuum of consultation services including:

Turnaround consultation

Cash flow optimization

Expense reduction

Corporate triage

Interim CEO/Management

Independent oversight services

Assistance with debt-related lawsuits

Pre-Bankruptcy planning

Business liquidation/wind-down service

Succession planning

Business evaluation

Capital sourcing

CEO coaching

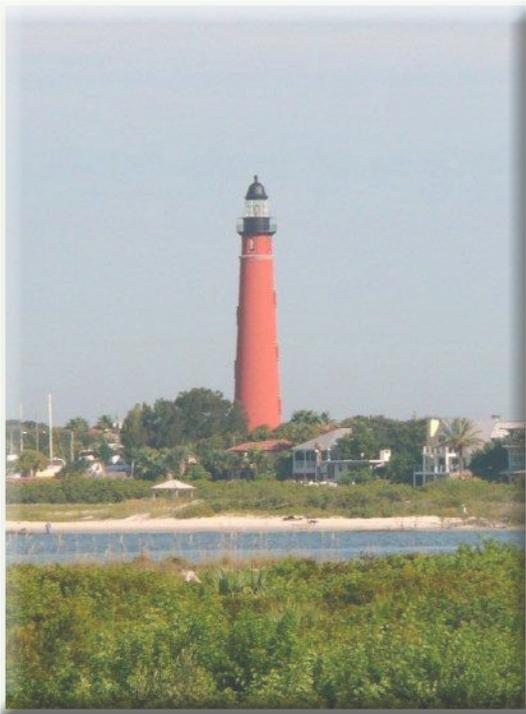
Chief Restructuring Officer (CRO)

Restructuring/renegotiating existing debts

Assignment for the benefit of creditors

Assistance with chapter 11 bankruptcy filing

Chapter 7 liquidation



"I have worked with Brett on a number of different fronts over the course of a decade; from personal coaching to merger and acquisition consultation. I truly valued the coaching that Brett provided me because he encouraged broad thinking related to the dynamics and challenges of running a business. Brett is someone that I trust as a mentor and advisor. "

**-Paul Dechen
General Manager of Piezo Technology Inc**

"I have known Jennings for 15 years. I have found his knowledge of Banking and Credit business one of the best in the field, and his integrity and character are impeccable. It is always a pleasure doing business with him."

**- Max Sabeti, Owner,
Realty Resource/Metropolis Homes.**

"Brett has been an integral part of my business life for the past 20 years. I have used him in many capacities and he always brings his A game to my needs. I highly recommend him as the best business coach, confidant, career counselor, and business friend."

**-Chuck Reynolds,
Founder and CTO TSI**

"I have known Jennings for over 10 years in both a business and personal relationship. Jennings has excellent knowledge and strong experience in banking, credit, real estate, and finance. Furthermore, Jennings provided excellent service, was honest, and conducted himself with integrity. I would highly recommend him as an advisor to any business."

**-J. Todd South, Senior Partner
South Milhausen, P.A.**

"Brett Fadeley is one of the most creative, focused, and thoughtful business leaders in the areas of financial, operational, and capital investment navigation. His expertise in areas of optimizing business processes, executive leadership development, and application of solid principles of business turn-around in everyday work environments catapulted Brett to among the brightest and most effective in delivering value-added technical assistance to organizations. I remain particularly excited about Brett's abilities to apply these gifts of business advisement and leadership into the K-12 education sectors."

**-Dr. Joseph Wise, Managing Director/Co-Founder & Chief Education Officer
Atlantic Research Partners/Distinctive Schools Foundation**

Please contact us for a free consultation.

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