



Theran J. Welsh, CPA

Principal

Theran is a Principal with SVA Certified Public Accountants. His focus areas include general and subcontractor construction and real estate development for residential and commercial entrepreneurs.

Theran's approach to advising construction companies focuses on the Life Cycle Model. Using this model, he assists organizations in all stages of their business, advising CEOs and CFOs on their organizational structure and appropriate choice of entity to evolve their business.

Imperative for winning profitable work, Theran's analytical skills help owners understand their cost structure for accurate estimating. This advice extends to discussions with bonding and banking companies who are key in offering credit to construction companies. He also assists in developing incentive plans for key management to improve performance.

Theran actively helps contractors develop a competitive growth strategy. He understands the profit pools available for contractors and the necessary investments to pursue that work. He is willing to involve other key advisors to help owners seek opportunities for growth, exiting, and/or transitioning their business.

Theran is a member of the American Institute of Certified Public Accountants (AICPA), the Wisconsin Institute of Certified Public Accountants (WICPA), the Madison Area Builders Association (MABA), the Construction Financial Management Association (CFMA), Associated General Contractors of Wisconsin (AGC), and Associated Builders & Contractors (ABC).

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Areas of Expertise

- Profitability Analysis
- Cash Flow Projections
- Improving Bonding Capacity
- Increasing Shareholder Value
- Developing Exit Strategies
- Mergers and Acquisitions

Industries

- Construction
- Real Estate
- Distribution
- Family-Owned Business
- Professional Services

Credentials

- Certified Public Accountant (CPA)

Education

- University of Wisconsin - Madison
- Bachelor of Business Administration