

CLIENT STORY / DL LOWRY

A stronger business through shared leadership.

At DL Lowry, MVA's work combined cost reduction, outside accounting support and executive responsibilities for experienced stylists.



DL Lowry salon · Indianapolis, Indiana

THE CHALLENGE

Restore stability.
Build a leadership team.

Kyle recalls a business approaching bankruptcy. The priorities were financial stability and a leadership structure that could carry more responsibility beyond the owner.

REPORTED OUTCOMES

\$1.5M

Debt paid off

Debts and period to confirm

2 years

Consecutive profitability

Years/profit definition to confirm

\$3.5M

Reported expansion amount

Scope/completion to confirm

Source: Kyle McCord's July 2026 account. Figures are reported and remain under review; supporting records, time periods and definitions have not been independently reconciled.



The DL Lowry team

STRATEGY TO EXECUTION

What changed, and why.

The work addressed costs, management responsibilities and incentives.

01 A debt paydown strategy.

Action: Develop a debt paydown strategy, reduce costs and bring in an outside accounting firm. **Purpose:** Give the owner a clearer financial picture for spending decisions and next steps.

02 Executive responsibilities.

Action: Experienced stylists took on executive responsibilities. **Purpose:** Distribute management responsibilities across experienced members of the team.

03 Profit sharing.

Action: Include a profit-sharing arrangement in the leadership model. **Purpose:** Give leaders a financial stake in the business's performance.

Where strategy meets execution.

FOUR CONFIRMATIONS BEFORE PUBLICATION

Timeline and profitability definition. **Debt** total, period and supporting record. **Expansion** scope, amount and completion. **Attribution** of MVA, accountant and team contributions.

Measures: Debt paid off does not mean debt-free. Profitable years do not state profit or margin. The expansion amount is not revenue, profit or valuation; its completion remains to be confirmed.