iCFO Launches Free Business Performance Scorecard for Industry Benchmarking

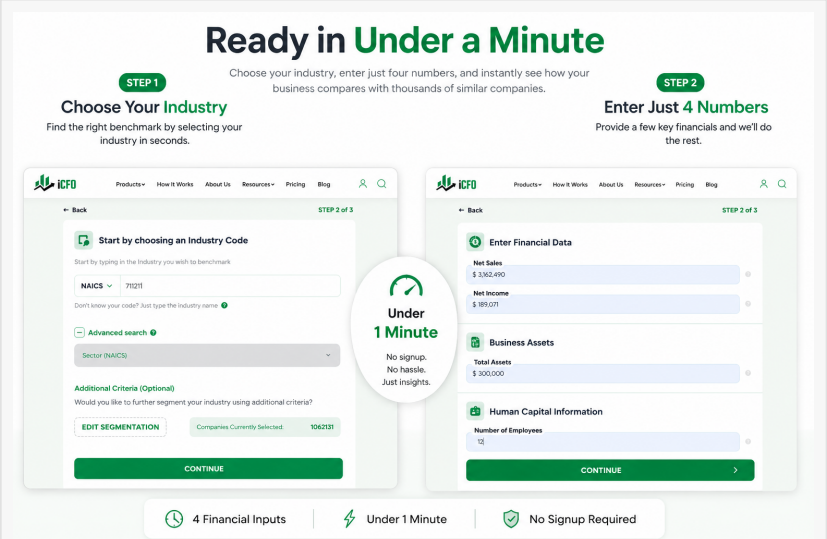
New free tool lets business owners benchmark key financial performance measures against relevant industry peers in minutes.

MADISON, WI, UNITED STATES, September 3, 2026 /EINPresswire.com/ -- FINTEL, LLC, provider of the iCFO financial intelligence platform, has launched the new iCFO Business Performance Scorecard, a free online benchmarking tool designed to help business owners and advisors understand how a company's financial performance compares with relevant industry peers.

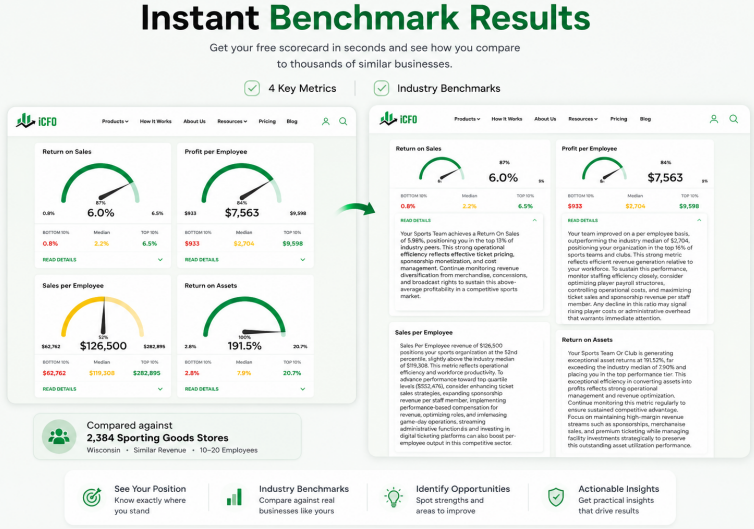
Traditional financial statements show what happened inside a business. The new Scorecard is designed to answer a different question: How well is the business actually performing compared with companies like it?

Users begin by selecting an industry and entering just a few familiar business figures. The Scorecard then benchmarks key performance measures against relevant peers and shows where the business stands within the industry distribution.

Unlike broad industry averages, iCFO can further refine the comparison by region, company size and company

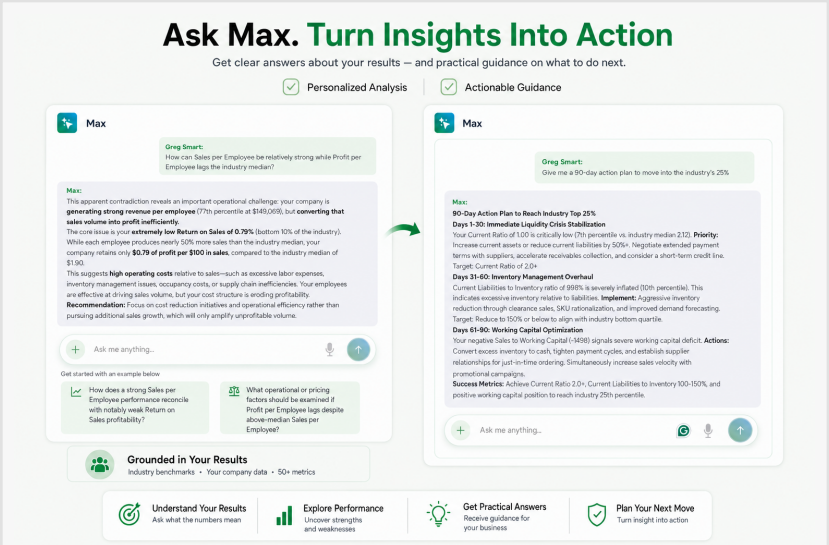


The iCFO Business Performance Scorecard requires only a few basic business figures to begin benchmarking performance against relevant industry peers.



The Scorecard shows peer-relative performance, percentile positioning, red flags and deeper analysis, with additional guidance available through iCFO's Max AI assistant.

age. That allows a startup, for example, to compare itself with younger businesses rather than mature industry leaders, while an established company can benchmark against firms at a similar stage of development. Regional segmentation can also provide a more localized view of performance where geography matters.



Red Flags detected and fixes recommended

The initial Scorecard evaluates measures including:

* Return on Sales
* Return on Assets
* Sales per Employee
* Profit per Employee

Users can see where their results fall relative to peer benchmarks, including industry medians and top-performing companies.

“Business owners usually know their sales, profits and assets, but those numbers by themselves provide limited context,” said Boris Nenide, Managing Partner of FINTEL, LLC. “A result that looks strong in isolation may be weak compared with similar companies, while another number that appears ordinary may actually place the business among the strongest performers in its peer group.”

For users who want a deeper assessment, the Scorecard allows additional financial figures to be entered to expand the analysis into areas such as liquidity, asset efficiency and profitability.

The expanded analysis can also identify Red Flags — areas where performance stands out negatively relative to peers — and provide recommendations intended to help users understand what may be driving the issue and what actions may deserve attention.

Throughout the process, users can also interact with Max, iCFO’s proprietary AI financial assistant, to ask questions about their results, explore performance differences and better understand possible next steps.

For example, a company might discover that its Return on Sales is above the industry median while its Sales per Employee is weak relative to peers. Another business may appear profitable overall but rank poorly in Return on Assets. The Scorecard is designed to make those contrasts visible and explain why they matter.

The free Scorecard is intended for:

Business owners and managers
* CPAs and accountants
* CFOs and financial consultants
* Small business advisors
* Entrepreneurs evaluating a startup or acquisition
* Established companies looking for more precise peer comparisons

The tool is designed to require minimal input at the start while allowing users to add more detail when they want a more comprehensive assessment.

“Benchmarking should not be limited to large corporations with dedicated financial analysis departments,” Nenide said. “Our objective was to make meaningful peer comparison fast enough and simple enough for virtually any business owner to use, while still giving more sophisticated users the ability to drill much deeper.”

The free Business Performance Scorecard is part of the broader iCFO financial intelligence platform, which combines industry benchmarking, performance analysis, AI-assisted interpretation, valuation and other financial decision-support tools.

Users can access the free Scorecard at:

https://secure.icfo.pro/freescorecard/start

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