

# Controlled Catastrophe: Profit Through Risk Planning

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The best and most profitable business owners implement a plan called Enterprise Risk Management or ERM where they routinely assess and rank their most significant risks and the costs that would be associated with them.

In Max Goodman's article, "Controlled Catastrophe: Profit Through Risk Planning," recently published in *Club Solutions Magazine* he addresses Enterprise Risk Management (ERM) and the importance of club owners understanding it and how it will increase profit while minimizing losses in the long term.

Max's full article can be read on the *Club Solutions'* website [here](#).

## PROFESSIONALS

Max Goodman  
Partner

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