

# Improving Financial Results with a CFO

## The OLD Way

### Internal Accounting / Bookkeeper:

Day-to-Day Transactional Work



- A/R & A/P
- Payroll
- Cash

### Outside CPA:

Year End Accounting



- Fix Financial Statement Errors
- Reorganize into GAAP Format
- Prepare Tax Returns



### Result:

- ✗ Financial statements corrected 3 months after Year End
- ✗ GAAP presentation is useless for internal decision making
- ✗ No analysis or interpretation until the data is ancient history
- ✗ Owners feel frustrated and helpless to get the information needed for effective, timely decision making



## The NEW Way: Utilizing an Outsourced CFO

### Internal Accounting / Bookkeeper:

Day-to-Day Transactional Work



- A/R & A/P
- Payroll
- Cash

### Outsourced CFO:

- Monthly Financial Analysis
- Organize data for clear understanding
- Establish monthly routine for bookkeeper
- Creation of written targets for deliberate achievement using projections
- Monthly financial review with owners
- Cash Planning
- Coordination of tax work with CPA



### Result:

- ✓ Accurate & understandable financial reporting - **every month**
- ✓ Clear understanding of what's driving profit & cash flow - **every month**
- ✓ Targeting and measuring an "acceptable return" on the investment in the business
- ✓ Actively steering the company to achieve **targeted** profit goals
- ✓ No major year-end "adjustments" from CPA - wiping out profit or creating a giant tax bill
- ✓ Quicker turnaround of annual tax returns
- ✓ Peace of mind, no longer "hoping" for positive results but working with a tangible plan with an experienced CFO



### Outside CPA:

Year End Accounting



- Fix Financial Statement Errors
- Reorganize into GAAP Format
- Prepare Tax Returns
- Proactive Tax Planning
- Quick Turnaround of Year End Work