

CFO Solutions: Brochure Copy

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Headline: Is CFO Solutions for you?

Does this describe your company?

- Growth that makes your financials increasingly difficult to manage
- A special project that could use comprehensive financial guidance
- Struggling to communicate with bookkeeping staff
- In need of timely, reliable financial reports
- Future growth assumptions, without profitability analysis

Many businesses can identify with these frustrations. The assistance of a professional with a broad financial background would be invaluable, if only such help were affordable.

CFO Solutions provides the direction of a dedicated chief financial officer - with a part-time price tag.

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Page 4: Headline: Overview of CFO Solutions

No more working blind ...

We lay out all the pieces you may have, apply business advisory and financial management services, and step back to reveal a **map** for your company's potential.

Use our trained eyes for:

Why CFO Solutions?

- Assistance from experienced, executive-level professionals
- On-site financial management and guidance
- Organized, efficient bookkeeping procedures
- Distinctive part-time price model

How is CFO Solutions different from a full-time CFO, accountant or bookkeeper?

CFO Solutions is ideal for the company that is not large enough, yet, to afford the salary and perks offered to a full-time, in-house CFO. Rather than replacing an accountant or bookkeeper, a chief financial officer works as an extension of the management team. CFO Solutions takes a strategic view of the numbers to make sure the company is moving in the direction that management wants to go.

Page 5: **Headline: About the Company**

Founded by company President Greg Caudell, CFO Solutions' staff has over 30 years of combined experience in finance, accounting, and systems implementation and design for both small and large companies, including major U.S. corporations. Our qualified staff is equipped with practice and achievements designed to help your company thrive.

When you make one of our CFO's your CFO, you are hiring an experienced professional at an upfront, part-time cost. The type of financial guidance you will receive is broad, yet specialized enough for focused attention; affordable, but priceless in its cost; and temporary, albeit with enduring benefits.

(Pull quote) Testimonial- "My CFO from CFO Solutions helped me discover a more cost effective way to manage my business and boost profitability. In just one year, my revenues were almost equal to the revenues of the prior year –and my net income was four times higher!"

Our Services

You focus on making money – we focus on helping you keep the money you have made

Business Advisory

- Communicate financial performance
- Profitability analysis
- Obtain new sources of funding
- Manage special projects and new business ventures

Financial Management

- Implement financial procedures
- Fine tune accounting system
- QuickBooks consulting
- Bookkeeping services

Page 6: **Headline: Case Studies**

Investment Management Firm

An investment organization was growing rapidly, and each successive fund was becoming increasingly unmanageable. The firm was having difficulty generating reliable, timely financial statements due to inefficient bookkeeping procedures and poor communication. They hired CFO Solutions for their financial management services.

CFO Solutions: After developing more effective procedures, CFO Solutions provided extensive training to the bookkeeping staff on both the software and subject matter to improve the current system. A thorough review of audited financials revealed where the issues were and how to avoid them in the future. As a result of the new procedures, the bookkeeper was able to make timely entries, thus getting tax and financial statements in order in advance rather than after the year's end. CFO Solutions was able to evaluate the situation and implement a well-organized plan to relieve the frustrations of the management team so they could focus on their growing success.

Professional Services Firm

An entrepreneur with a flourishing business was having trouble being selective about his business advisors and becoming more financially efficient. He needed an experienced, confidential business advisor to offer guidance for his ideas and to develop new policies for employee expenditures.

CFO Solutions: While executing the initial step of ordering financials, CFO Solutions worked as a much needed business advisor to the visionary entrepreneur, whose ideas included setting up a foreign entity in South America. He was also given practical counsel regarding new policies and staff management. With the new policies in place, outstanding receivables were cut in half. In addition, the insight of a CFO proved invaluable during the launch of the new Colombian Subsidiary.

Page 7: Headline: Contact CFO Solutions

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