



# HIRING THE RIGHT FINANCIAL TEAM FOR YOUR BUSINESS

You've made it this far with just a bookkeeper and possibly an accountant, but you've got big plans for the future of your business- with the right financial team by your side, you'll have the data, numbers, and projections you need to get there!

## DO I NEED A CFO?

With a CFO by your side, cutting costs, increasing profits and seizing opportunities for expansion can happen more confidently, much faster, and with far less stress.



## I HAVE A BOOKKEEPER - ISN'T THAT ENOUGH?



A bookkeeper is a vital part of your financial team.

Most bookkeepers:

- ♦ document incoming and outgoing money
- ♦ generate reports
- ♦ issue invoices

These are all important things, but it may not be enough...

Most people don't realize there's a huge gap between what a bookkeeper can do for your business and what a CFO can do for your business.

# WHAT DOES A CFO DO?

The CFO leads the financial team and they're responsible for the overall financial strategy, investments, cash flow, and planning.

Specific duties often include:

- Overseeing the accounting team (in a smaller business this may include the bookkeeper)
- Reporting directly to the CEO regarding strategies to maximize cash-flow while minimizing expenses and eliminating financial leaks
- Providing financial forecasting and budgets and making financial projections that allow you to make smarter decisions
- Advising the CEO and board members on long-term financial goals and investments
- Analyzing your financial strengths, weaknesses, opportunities, and threats and tell you what to do about them

## WHEN SHOULD I HIRE A CFO?

### WHEN NUMBERS AREN'T YOUR THING

You're an expert in your business, but you need a financial expert to help you scale and make the leap to the next level.

### WHEN YOUR FINANCIAL TEAM NEEDS LEADERSHIP

If you're not 100% clear on where you stand financially, you don't have the information you need to make smart, data-driven spending decisions. A CFO will streamline your financial process and organize your financial reports and information to give you the clarity you need to scale your business confidently.

### WHEN YOU'RE GROWING FAST

As your company grows, it becomes more and more important for you to have someone on your team who really understands your numbers and can help you make wise financial decisions.

### WHEN YOU'RE MAKING A PROFIT, BUT YOUR BANK BALANCE IS DECLINING

If your company is losing money and you can't figure out why, it's time to hire someone who can take a deep dive into your numbers and find out. A CFO can find hidden money leaks that are costing your business and bringing down your bottom line.

# CAN I AFFORD A CFO?

A better question to ask is, “Can I afford to NOT have a CFO?”

If you don't have a CFO on your team, you're very likely leaving BIG money on the table.

Small companies and solo operations deserve the financial clarity a CFO provides just as much as a Fortune 500 company.

With a Virtual CFO on your team you'll have a financial system in place so you can make investment decisions with confidence.

If you're ready to:

- put financial fear behind you as we take a look at your numbers together and create an action plan that puts you in control;
- plug the hard-to-find financial leaks that are costing you money every day;
- price your products/services properly so you can maximize your profit and take-home pay...

## YOU MAY BE READY FOR A CFO!



**To learn more about our Virtual CFO Services, or about working with our Professional Bookkeeping team, CLICK HERE TO SCHEDULE A FREE DISCOVERY CALL.**