

## The Driver

- Monthly Accounting
- Annual income tax return preparation for business and business owners
- Payroll Processing
- Bill Payment Service
- Monthly Sales Tax Filing
- Annual Personal Property Tax Declaration Filing
- Twice annual review meetings

*Choose the Driver when you need to focus on running your business, leave the rest to us.*

**\$675 - \$1,250 per month**

## The Captain

*Everything included in  
 The Driver, plus:*

- Quarterly Planning and Review Meetings
- Annual Tax Reduction Planning
- Marketing Effectiveness Analysis
- “Outsourced CFO” Services, including:
  - Quarterly Cash Flow Analysis
  - Annual Budget Development
  - Annual Budget vs. Actual Review
  - Annual Controls Review
  - Annual Technology Review

*Choose the Captain when you want a long term advisor and a map to sustainable growth.*

**\$1,250 - \$2,000 per month**

## The Pilot

*Everything included in  
 The Captain, plus:*

- Monthly Planning and Review Meetings
- Monthly Cash Flow Analysis
- Annual Goals & Business Development Meeting
- Comprehensive Exit Strategy Planning & Implementation
- Mergers & Acquisition Consulting

*Choose the Pilot when you're ready to build an empire.*

**\$2,000 - \$10,000 per month**

## Description of core services:

**Accounting** – The process of recording business transactions into software and generating monthly financial reports.

**Bill Payment** – collecting and paying bills on behalf of a business, either electronically or by check.

**Payroll Processing** – Issuing paychecks (usually by direct deposit) to employees and subcontractors, also paying and filing required taxes and tax forms, both federal and state.

**Review meetings** – discuss historical financial data (usually the last 3 or 6 months) and identify business strengths and weaknesses. Typically would include a “Where did the cash go?” discussion.

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**Budget Development** – Outline expected revenue, expenses, and capital expenditures in the coming time frame (usually 12 months) – this is done to ensure the business’ working capital is allocated appropriately.

**Cash Flow Analysis** – Examine the business’ ongoing cash needs, determine if the business is generating enough cash through operating activities, and allocate an appropriate cash “cushion” to handle unexpected expenses.

**Controls review** – What measures is the business taking to ensure that employees (or other owners) are not embezzling or otherwise misusing funds they have access to? How can these measures be improved?

**Marketing Effectiveness Analysis** – Answers the central question: “Is my marketing worth it?” by tracking and evaluating the performance of various marketing efforts.

**Planning and Review meetings** – in addition to everything included with “Review Meetings” these meetings would be used to set short term business targets for the next few months and design a “road map” of incremental steps needed to accomplish these goals.

**Tax Reduction Planning** – The process of analyzing a business’ current activities and organizational structure to determine if any changes can be made to reduce the overall tax burden, both of the business and the business owners.

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**Comprehensive Exit Strategy Planning** – Evaluate options for the current owners to exit the business in a profitable way, recommend specific actions to be taken by specific dates to ensure the plan stays “on track”.

**Goals and Business Development** – Unlike the budgeting or general planning processes, this involves setting long term business growth or improvement goals, usually over at least a 5 year timeframe.

**Mergers & Acquisition Consulting** – If your business is considering purchasing another business as part of expansion plans, we will help you determine if the purchase will dovetail, conflict, or complement with your existing business, and at what price the purchase represents a “good deal”.