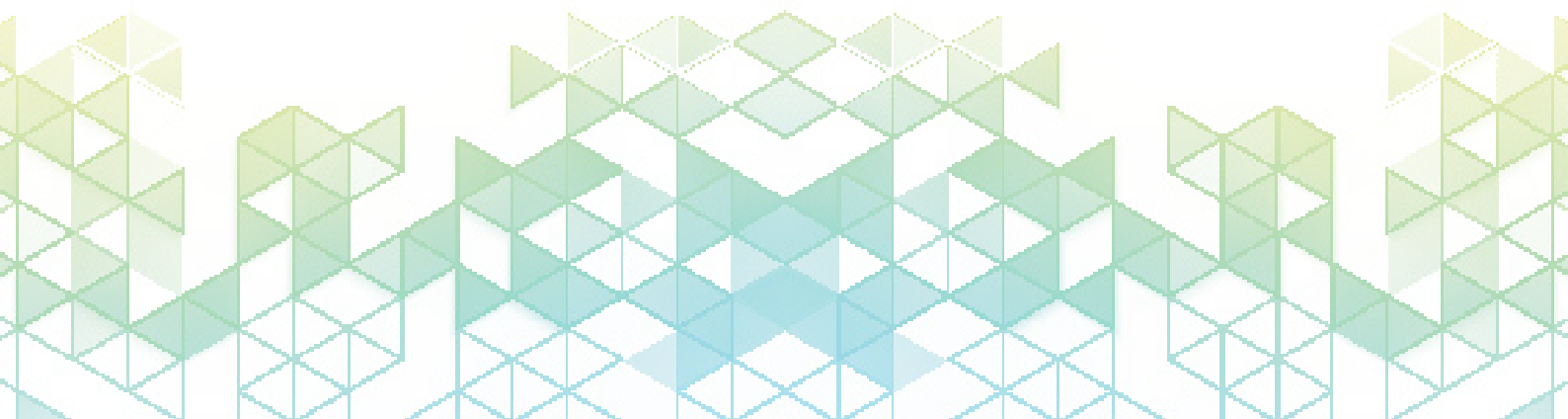




# The Benefits of a Fractional CFO



If you're like most businesses, you're successful because you focus on a problem and solve it efficiently and cost-effectively. You fully understand the needs of your customers and have the people, processes, and technology in place to deliver a high-quality solution. The economies of scale, readiness and expertise that you provide simply make it infeasible for your customer to build or solve it on their own, which is why they buy from you.

There is a growing trend in small and mid-market companies to focus more on what they do best, and outsource functions that can be provided more effectively by partner firms. You probably have vendors that provide critical components or services that help you create and deliver your final product or service. You outsource those pieces because it simply makes sense for your business.

As your company grows, the need for greater experience and more sophistication in accounting and finance will also grow. Operations, controls, cash management, modeling and decision making simply become more and more complex. At some point, most companies are faced with a decision - do we hire a full-time CFO and if so, what level of CFO do we need? Many firms faced with these decisions may not need a full-time CFO at all. They may benefit greatly from a fractional CFO.



# Why hire a fractional CFO?

There are many reasons why companies choose to hire a fractional CFO:

## Experience, Expertise and Value

At the simplest level, a company is able to gain a CFO with a high level of experience and expertise, but without the cost of salary, benefits and bonuses of a full-time employee. They are able to contract for exactly what they need now, with the flexibility to adjust as their needs change in the future.

## Depth of Resources

A fractional CFO is typically backed by an accounting firm with deep experience, expertise, and resources. They have the personnel to accommodate any size company and have expertise across a variety of industries. They have established best practices in process, controls, and reporting that have been successfully implemented at many other companies. They intimately understand a variety of technology solutions that help a company track operations, stay in control, and make intelligent decisions based on real-time data. This foundation helps a fractional CFO bring a tremendous amount of value to a company.

## Special Project Expertise

Quite often, companies will encounter very specific or unique challenges. When it comes to special projects such as cash flow challenges, buying or selling a business, product pricing, or selecting and implementing accounting software, a fractional CFO has the ability to quickly call on and leverage other experts within their firm. The ideas and changes brought about by leveraging the collective expertise of the fractional CFO and their accounting firm can be invaluable.

## Hybrid Model

A company may need to add full-time finance and accounting personnel internally. A fractional CFO can help a company assess their needs, and identify, hire and manage full-time employees to fit those needs. This hybrid model helps a company maintain certain finance and accounting functions in-house while outsourcing others.



# Final Thoughts

We want to help you stay focused on your core business by providing a fractional CFO solution that not only fills gaps within your organization but provides you with a stronger foundation for future growth. We'd love to have a call to discuss your specific needs and whether or not an outsourced solution is right for your company. Please call or email us and we'll schedule a time to talk.



# About Purk and Associates

We have hand-picked a team with tax, auditing, accounting, business and management advisory expertise in a multitude of fields, including healthcare, professional-services firms, commercial contractors, home builders, real estate companies, manufacturing and distribution companies, dealerships, non-profit organizations and pension funds.

We have the expertise and the resources to provide not only the critical services you need during these evolving economic times, but also, importantly, to build for the future. Our strategic alliances with professional organizations across the country allow us to bring our clients the talent and expertise of national firms with the high-touch service of a local firm. While we remain focused on the core services of tax, accounting and audit, we expand and offer you the business consulting needed to remain competitive. We believe the success of our clients is the greatest measure of our own.



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