

# TURN ON THE HEADLIGHTS

Empowering CEOs with a more forward-looking strategy to see the road ahead.

CFOs | Controllers | Expert Systems Advisors | Strategic Consulting

## ABOUT PREFERRED CFO

Preferred CFO is a high-level strategic outsourced CFO firm. While we're experts in historical financials, the most impactful strategy we bring to organizations is implementing a higher level of forecasting and strategy to scale and accelerate growth, optimize resources, overcome obstacles, and maximize shareholder value.

### WHY WORK WITH US?

Preferred CFO is the most experienced outsourced fractional CFO team in the United States.

- ✓ Our CFOs are employees, not freelance contractors, which assures continuity, consistency, team knowledge, & rigid standards
- ✓ CFOs are matched based on industry experience & expertise, not on proximity.
- ✓ Pure, unencumbered financial advisory with obligations only to the CEO/Owner/Board.
- ✓ Strategic financial leadership to integrate with or augment existing teams.
- ✓ Less costly and more efficient than a comparably experienced full-time CFO.

### OUR SPECIALTIES

Preferred CFO offers high-level CFO services and advisory.



#### STRATEGY & FORECASTING

- 13-week cash-flow management & projection
- 5-year monthly forecasting (P&L, BS, & CF)
- 12-month rolling forecast updated monthly
- Budgeting & actual-to-budget reporting



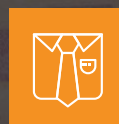
#### COST & SYSTEMS OPTIMIZATION

- Cash flow analysis and optimization
- Improved financial systems & reporting
- Maximizing profitability & transparency



#### LENDER/INVESTOR-READY FINANCIALS

- Accurate accrual-basis financial statements
- Audit-ready & due-diligence-ready financials
- Timely monthly reporting & analysis



#### FINANCIAL ADVISORY

- Raising capital & evaluating potential deals
- Financial tools, systems, and automation
- Contract structure, billing, & collections
- M&A modeling, diligence, or integration

LET'S TALK: 801-804-5800x1