

Preferred CFO

Basic Accounting Functions					
	Bookkeeper	Accountant	CPA	Controller	CFO
Balance Books	X				
Payroll Management	X				
Record & Classify Transactions	X				
Report Preparation	X	X		X	
Invoicing	X	X		X	
AP/AR Management		X		X	
Monthly Close		X		X	
GAAP Compliance		X		X	
Budgeting		X		X	X
Interpreting Financial Data				X	X
Board Meeting Presentations					X
Financial Strategy					
	Bookkeeper	Accountant	CPA	Controller	CFO
Financial Strategy					X
Projections				X	X
Forecasting					X
Tax Duties					
	Bookkeeper	Accountant	CPA	Controller	CFO
Tax Strategy & Advice			X		
Audit			X		
Minimizing Tax Liability			X		
Navigating Tax Regulations			X		
Filing Taxes			X		
Financial Challenges & Opportunities					
	Bookkeeper	Accountant	CPA	Controller	CFO
Clean up Books		X		X	
Books Consistently Close Late				X	
Contract Negotiations				X	X
High Accounts Receivable				X	X
Lost or Misplaced Cash				X	X
Overspending				X	X
Cash Flow Issues				X	X
Cost Cuts				X	X
Adding Products/Services					X
Expanding Geographies					X
Raising Capital					X
Preparing for Transaction					X
Vendor Relationships					X
Implement Sales Incentives					X
Too Much/Too Little Inventory					X
Outgrew Systems					X
Systems Don't Work Together					X
Merger or Acquisition					X
Inadequate Margins					X
High Growth					X
Downsizing					X
Growth Plateau					X

FINANCIAL EXPERT ROLES & RESPONSIBILITIES

BOOKKEEPER

A bookkeeper is in charge of recording financial transactions and keeping the books up-to-date.

ACCOUNTANT

Accountants are typically experienced in bookkeeping, maintaining business accounts, end-of-month reporting, and helping prepare simple tax returns.

CPA

Certified public accountants are accountants who have met specific state and education licensing requirements and passed the CPA exam. They're also more experienced in tax code and strategy.

CONTROLLER

A financial controller oversees accounting allocations, reporting, and cash management. A controller is also in charge of the internal controls over accounting and financial systems.

CFO

While other financial roles are typically concerned with historical and present-day finances, a CFO is interested in the future. A CFO will analyze a company's financial strengths and weaknesses and will plan and execute strategies to maximize opportunities and positive outcomes.