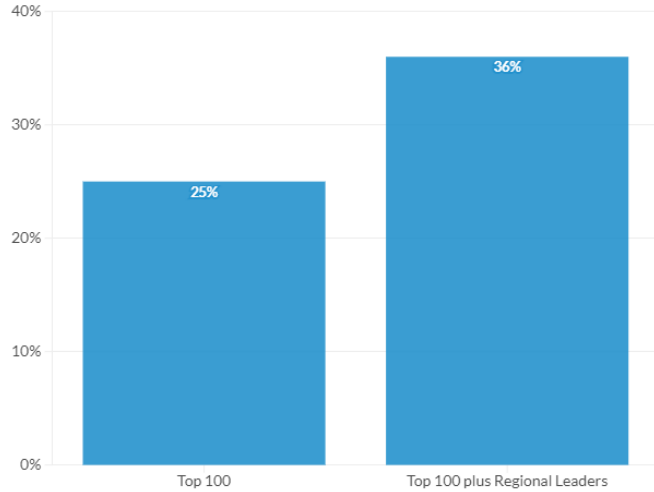




A hotbed of growth

■ % of firms reporting CAS as their fastest-growing service for 2023

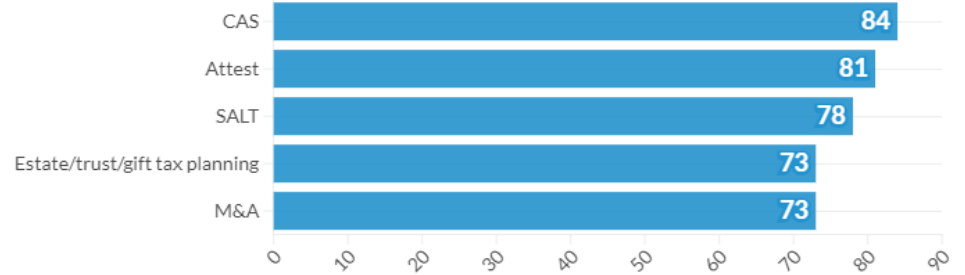


Source: Accounting Today 2024 Top 100 Firms and Regional Leaders

Even more interesting is the fact that almost a quarter of Top 100 Firms reported CAS as their fastest-growing service line, and when you add in the Regional Leaders, the proportion rises to over a third — an absolutely unprecedented convergence on a single practice area.

CAS in the lead

■ % of Top 100 Firms reporting growth in this service area



Source: Accounting Today 2024 Top 100 Firms

Client advisory services was the service line that most of the Top 100 reported seeing growth in, coming in at No. 1 after being No. 2 last year — dethroning attest services, which had held the top spot for decades.

Cash Flow Problems

Reduction Sales (Pipeline)

Staffing

Inflation

Increasing Business Debt

Lack of Direction/Clarity

Succession Planning/ M&A



Solution:

Profit-Focused Accounting

prof-it-fo-cused ac-count-ing

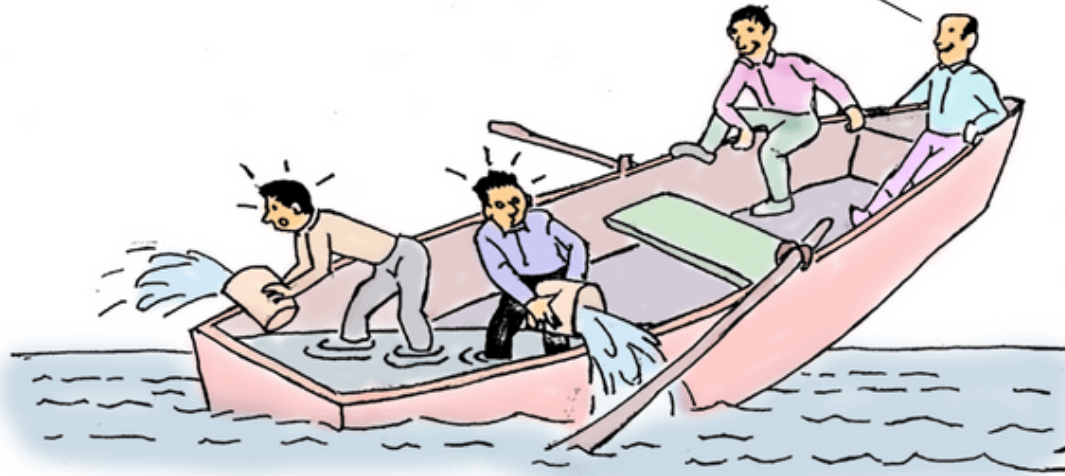
/ˈpräfət ˈfoʊkəst ə ˈkoun(t)iŋɡ /

noun

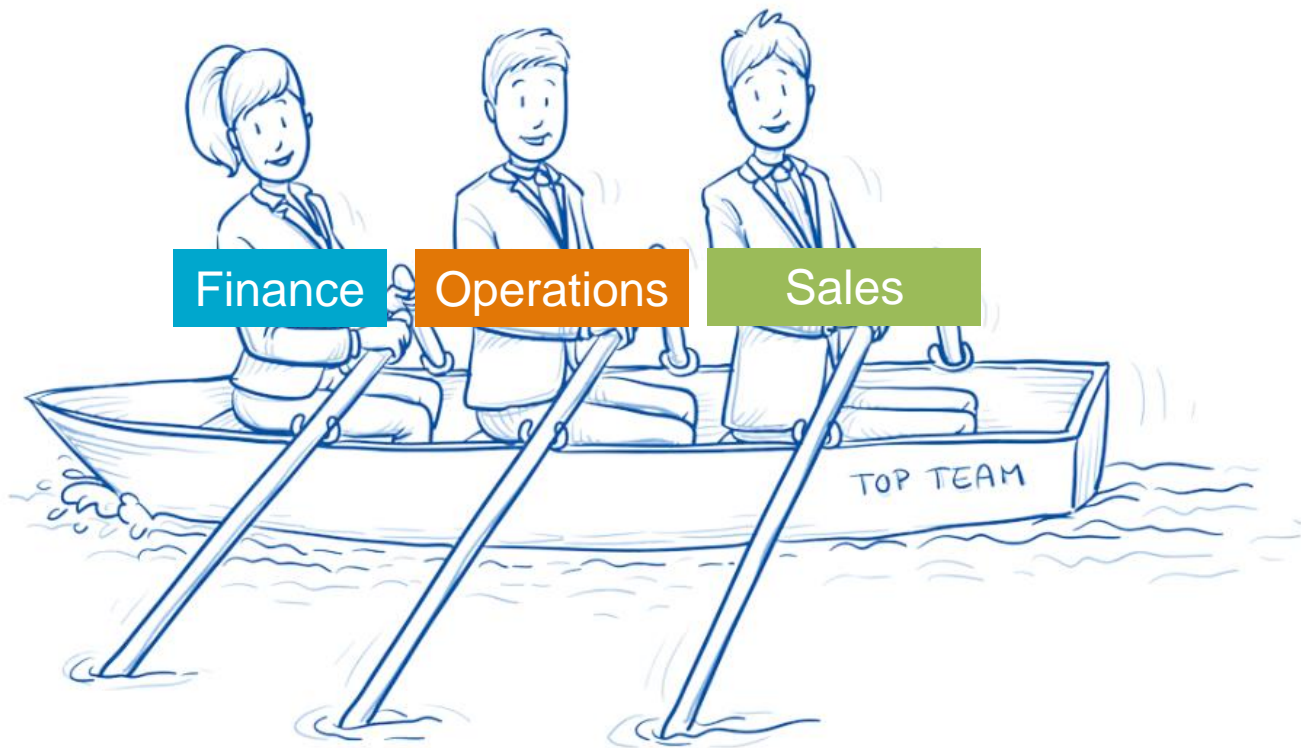
It's a strategic financial planning methodology that uses client-specific financial non-financial key performance indicators (KPIs) to construct a dynamic financial forecast. The structure imparts intentionality, accountability, and actionable insights, thereby facilitating informed real-time business decision-making.

Sales + Operations

Sure glad that hole isn't at our end.



Client Success



Understand the client's motivation and goals

Break down each revenue stream into actionable non-financial drivers

Use metrics to forecast profits, taxes, and cash

Leadership Meetings – Continual maintenance to integrate finance, operations, and sales





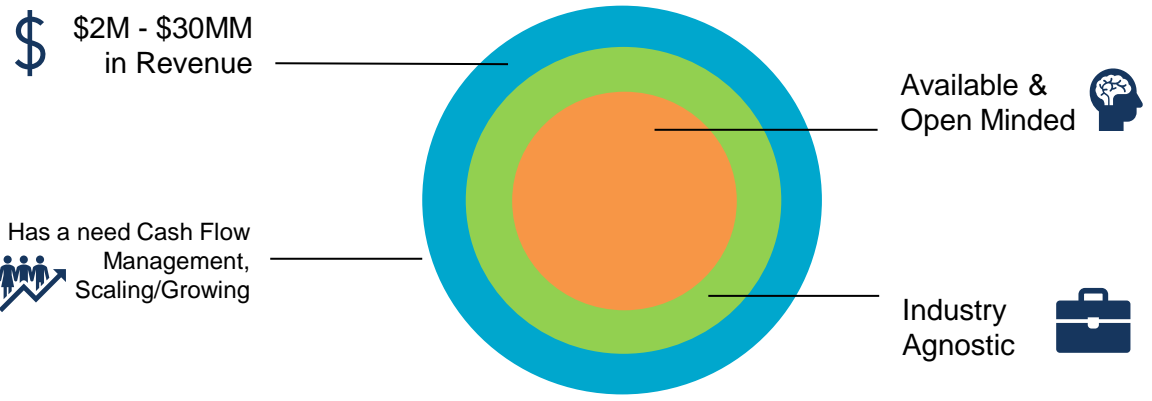
Unified understanding of where you are, where you are going, and most importantly how to get there.

No surprises – Cash, Taxes, Performance

Real-time decision making – You can see the answer (staff changes, cost changes, price increases)

Increased enterprise value





Subscription Billing Model



No Surprises

Weekly fees are customized and fixed via ACH



No Commitment

Our value carries the relationship



Flexibility

Clients can add/subtract services as needs change

**Tax
Team**

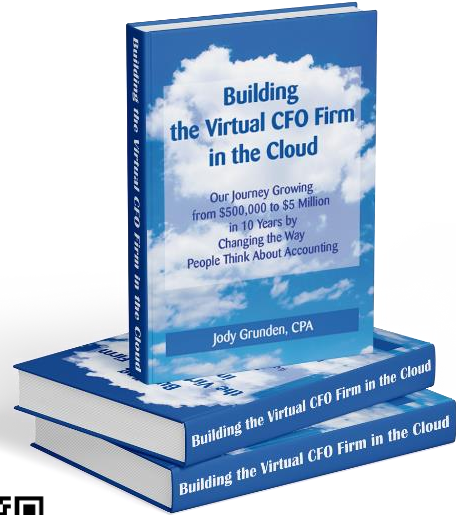
**Audit
Team**

**CAS
Team**

Anders VCFO



Scan the QR code to register for the course



Scan the QR code for a copy of the book

