



NOW

CFO

We do the dirty work

NOW CFO is a “**roll-up your sleeves**” consulting firm specializing in CFO, Controller and accounting support.



Our expert employees **fix** the accounting and finance problems all companies face.



NOW CFO Offices



Anchorage | Atlanta | Austin | Boise | Dallas | Denver/Boulder | Durango | Farmington | Fort Worth | Houston | Knoxville
Las Vegas | Los Angeles | Long Beach | Nashville | Newport Beach | Oakland | Phoenix | Portland/Bend | Salt Lake City
San Antonio | San Diego | San Francisco | San Jose | Seattle



What Keeps You Up At Night?

CEOs worry
about the following:

- Cash flow is tight? Why?
- Do you have good visibility of results?
- What checks & balances are in place?
- Operations report card?
- Accounting concerns?



Long Term Plans?

What is the long term plan for your business?

- Operate long term?
- Grow and sell? When?



Long Term Plans?

- How **big** do you want this business to be?
- What are your personal **objectives**?
- Why do you take the **risk** of operating a business?



Business Owners “Headache”

From interviews with over 5,000 business owners:



“I HATE ACCOUNTING”

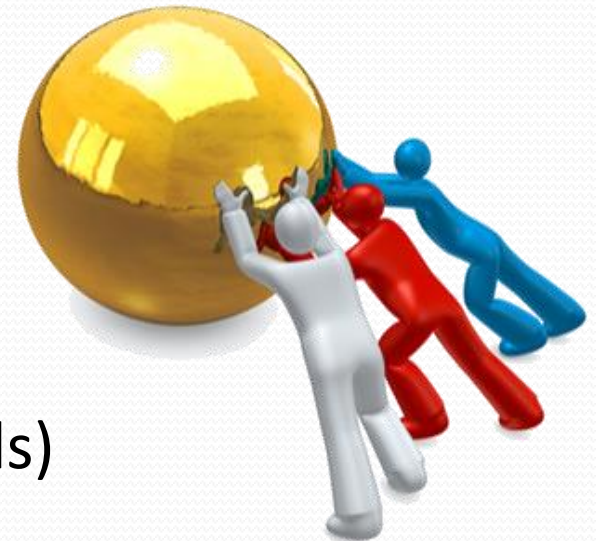
“Accounting is the language of business”

- Warren Buffett



What CEOs Ask Us to Do?

1. Build cash flow forecast / budgeting
2. Create Score card or report card
3. Evaluate & fix accounting systems
4. Establish accounting foundation
5. Accounting staff supervision
6. Checks & balances (Internal controls)



Cash Flow Forecast and Projections

- What would you do differently today if you knew your business will run out of money in 3 months?



“In the business world, the rear view is always clearer than the windshield.”

- Warren Buffett

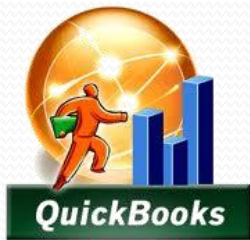
Business Report Card



- Key operational measurements
- Most important financial measurements
- Create process to efficiently gather data
- 3 to 5 things to measure weekly

Accounting Systems

The foundation of your business reporting.



- Needs to fit
- Size, industry, culture, etc.
- Verify checks & balances
- Flexible?
- Scalable?

Accounting Foundation

- Accurate financial information
- Timely information
- Transparency
- Visibility to results



“Over **30% of business problems** are due to poor accounting information.”

- The United States Small Business Investment Corporation(SBIC)

Accounting Staff Supervision

- They are your valuable “historian”
- Assess Abilities/Training
- Do they make decisions?
- Evaluate Work Load/Efficiency
- Create Accountability



Mitigation of Risks/Fraud



- Checks & balances
- Supervise accounting staff
- Strengthen financial reporting team
- Improve statement accuracy



What Makes Us Different?

- Onsite (water cooler effect)
- Operationally focused
- 25%-50% cost of full-time employee
- Dynamic, quality resources
- Work within your budget

