

External CFO Services

An external Chief Financial Officer is an external professional who works with you on an ongoing basis and provides your business with expert financial management analysis and reporting.

Most small and medium businesses do not have the capacity or the need to hire a full time CFO, but they often need the advice and significant benefits that the CFO can bring.

Our external CFO service aids in connecting the strategic vision of your business with financial and business strategies. It is perfect for ownermanaged businesses with a desire to achieve greater financial focus and growth.

If you have you ever wondered why it is that some business keep going from strength to strength while you keep struggling despite you best efforts, then understanding your numbers may be one reason for this disparity. Typical financial reports include a profit and loss statement and balance sheet. These two reports can contain a lot of numbers which can appear daunting. Knowing which numbers to focus on to improve your business can become a nightmare and lead to frustration.

YOU KNOW YOU NEED AN EXTERNAL CFO WHEN

- You can't afford to keep a full time CFO on staff
- You struggle with attracting and retaining the right person for the position
- You're too busy working in your business to worry about focussing on the accounting and financial direction of your business
- You want someone who is experienced across a wide range of disciplines and is backed up by a team of experienced and highly qualified business advisors, accountants and tax experts
- You struggle with lack of clarity regarding the financial performance of your business, such as profit and loss or cash flow
- You're anticipating significant changes in your business and require strategic financial assistance to ensure you are moving in the right direction



ACCOUNTANTS AND
BUSINESS ADVISORS

External CFO Services



At Nexis Accountants & Business Advisors, we can show you how to interpret your numbers and discover the financial and non financial drivers required to improve your business.

BENEFITS OF AN EXTERNAL CFO INCLUDE

- Receive cost effective and objective advice to improve your business
- Diligent follow up of action points to ensure your strategic plans are implemented
- Access to a qualified and experienced team
- Continuity of knowledge regardless of changes to bookkeeping personnel
- A greater ability manage your taxation obligations
- Receive expert advice regarding asset acquisitions
- The ability to properly manage your cash flow
- Preparation of forecasts and budgets

YOU CAN ARRANGE TO MEET WITH YOUR EXTERNAL CFO WEEKLY, MONTHLY OR QUARTERLY.

SOME TOOLS WE USE TO IMPROVE YOUR BUSINESS

- **BUSINESS HEALTH CHECK**
This is an analysis of your business which gives you a snapshot of what your business' strengths and weaknesses are so that you can address areas of concern.
- **WHAT-IF SCENARIO TESTING** Would you like to see the financial impact of a business decision before you make it? We can prepare what if scenarios before you go spending your hard earned dollars.
- **KEY PERFORMANCE INDICATOR (KPI) FORMULATION, MONITORING AND ANALYSIS**
KPI's need to be used to determine how to best improve your businesses growth, profit and liquidity.
- **BREAK-EVEN ANALYSIS** Do you know how much income you need to cover all variable and fixed expenses? A break-even analysis provides management and sales staff with the absolute minimum turnover targets the business need to achieve each year, month and week.
- **IDENTIFYING THE KEY DRIVERS OF YOUR BUSINESS** Understanding the key financial drivers of your business will enable you to focus on the areas which can deliver the biggest gains to the business. By understanding what drives your business, it will not only assist in improving the business but should also improve the business's value.
- **PREPARE, REVIEW AND UPDATE BUSINESS PLANS**
- **PREPARATION OF CASH-FLOW PROJECTIONS, PROFIT AND LOSS AND BUDGETED BALANCE SHEETS**



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