

## Outsourced CFO Value Proposition

		CPA FIRM	CONSULTANT	POINTGUARD
PLAN				
Business Model			X	X
Strategy			X	X
PROFIT MODEL				
PRODUCTIVITY	Efficiency			X
	Capacity			X
REALIZATION	Profit Margin			X
	Cost Structure			X
LEVERAGE	Volume			X
	ROI			X
FINANCIAL ADVISORY SERVICES				
OPERATIONAL ADVISORY SERVICES	Annual Budget/5 year Financial Plan			X
	Business Intelligence Dashboard			X
	Ongoing Advisory Meetings with Owners/Mgt. Team	X	X	X
	Establish Employee Accountability			X
	Assist Owners with tactics to achieve performance metrics and profit			X
	Monitor ongoing performance against Dashboard and Budget			X
FULL SERVICE				
	Tax Preparation	X		X
	Financial Forecasts/Projections	X		X
	Assistance in obtaining financing	X		X
	Assist with Buy/Sell Business	X		X
	Advocate for banking, legal, and wealth management	X		X
	Financial Statement Preparation	X		X