

Fractional CFO Services

Your organization may benefit from fractional CFO service if revenue is up, if you are increasing the size of the team, if you are offering new products or services, or otherwise expanding into new geographies or demographics. Other drivers for utilizing a fractional CFO include:

- Growth is slow or stalled, despite solid sales and operations;
- You sense that your financial strategy is falling short, or even missing in action;
- You know you need financial guidance from a CFO, but aren't ready to hire a full-time executive; or
- Your future includes taking on new investors, planning for succession, or exiting the business.



How a Fractional CFO Can Help:

Financial Statement Review

Are my financial statements solid and reliable? | Do I need to clean up the books?

Typical Engagement: Review of your financial statements to look for trends in revenue, profit margins and expenses. Then we will talk about the good, bad and ugly together to begin planning your future.

Cash Flow Forecasting

Can I afford to invest in new equipment? | Is it time to add team members? | Will I be able to make the next payroll?

Typical Engagement: We will create a cash flow forecast based on your organization's financial structure, and then teach you how to monitor the forecast to keep it fresh. On a regular cadence, we'll review the forecast as you encounter new opportunities, strive toward goals, or plan for downturns.

Budgets and Forecasts

My team needs budget parameters, and I want to hold them accountable for results. | How will my decisions impact profitability? | How much capital do we need to expand?

Typical Engagement: We will create a budget for your organization and provide a method for comparing budget to actual results. On a regular cadence, we will review performance and determine where to apply more gas—and where to tap the brakes to obtain the desired results.

We will combine the budget with a forecast model to help you look forward, evaluate key decisions, and understand the impact on profitability.

Goal Setting

I want to set goals for myself and the organization but rarely make it a priority. | It isn't always clear which goals are truly meaningful. | Are key metrics within reach? | Can we visualize our goals?

Typical Engagement: Together we will determine your goals, and then I will develop a workflow for measuring your success through actionable KPIs. We will ensure metrics are visual. On a regular cadence, we will meet to review performance, discuss what's getting done, what's getting dropped, and how to maintain focus.

About Me



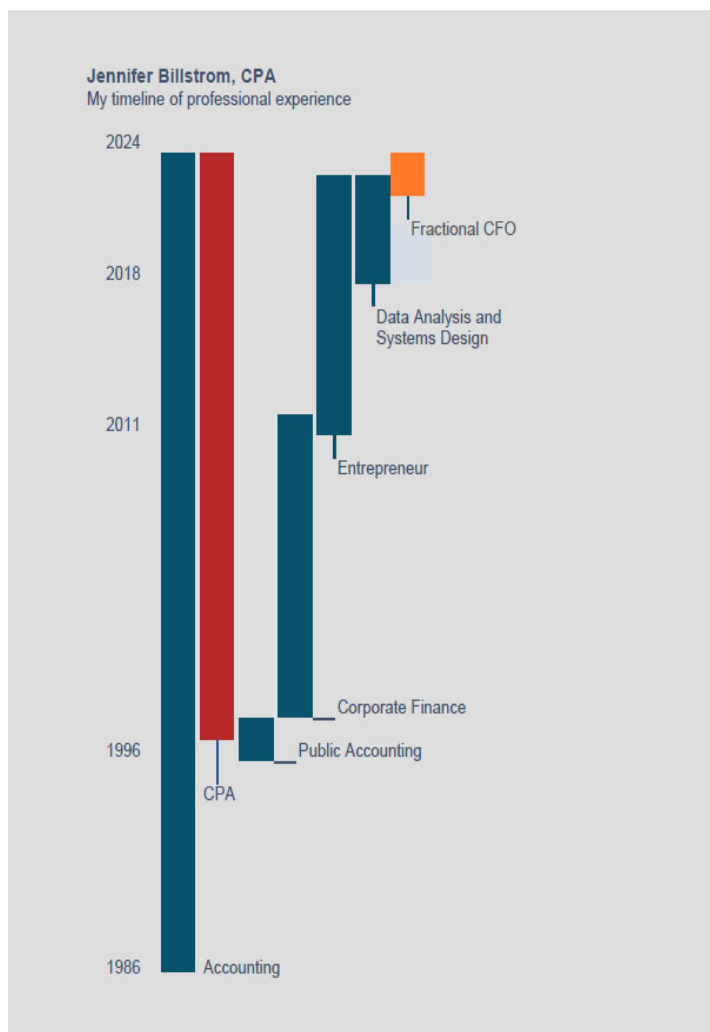
Jennifer Billstrom, CPA

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I am passionate about putting your data to work to help you plan for the future. I enjoy creating visuals to facilitate analysis. My sweet spot is small/medium manufacturing organizations and entrepreneurs. I also have experience working with ecommerce brands, distributors, retail and consulting firms.

Learn more about my path by visiting my [LinkedIn profile](#).



Supporting Services

DMJPS PLLC is a tax, assurance, and business advisory firm that provides a wide range of specialized solutions and routinely solves complex matters for individuals, privately-held businesses, and corporations. Clients work with us because we build reliable relationships dedicated to providing exceptional results and solutions.