

You don't know, *what you don't know!*

Are inaccuracies in your financial data causing unnecessary stress as you strive to expand your business? Don't let the complexities of financial management keep you awake at night. We understand not all growing businesses can afford a full-time Chief Financial Officer (CFO), so that's where we come in!

Introducing our **Virtual CFO Program** – your gateway to accessing expert insights and guidance from an external or virtual CFO precisely when your business needs it. Our tailored program offers you the opportunity to receive specialised financial advice, empowering you to elevate your business to new heights, all while staying mindful of your budget.

Our mission is to provide you with accurate financial information and reports in a prompt and affordable manner, freeing up your time and resources to concentrate on driving your business forward.



Comprehensive Financial Reporting

Gain a deeper understanding of your business' true performance through tailored, timely and insightful reports – a holistic view that celebrates successes and addresses areas for improvement.



Strategic Budgeting and Forecasting

Ensure your business is operating within its means by preparing and regularly monitoring annual profit and loss, cash flow budgets and forecasts.



Benchmarking and Key Performance Indicator (KPIs)

Uncover your business' strengths and growth opportunities by harnessing industry benchmarking data. Our Virtual CFO program leverages KPI ratio analysis to identify opportunities to improve your business's performance.



Ongoing Support and Communications

We regularly interact with you and your team via face-to-face meetings, insightful webinars, and impactful conference calls to unpack:

- Profit & loss and cash flow variances;
- Benchmarking and KPI results;
- Improvement strategies and action plans.



Access to Specialists

Tap into a network of specialists when needed, drawing on expertise in human resources, IT, marketing, legal, and more. Our collaborative approach ensures you receive well-rounded support.



Goals and Action Plans

Our team will partner with you to develop and execute a structured Action Plan that fosters accountability within your team, propelling you toward your business objectives.

Grow your business *with Hoffman Kelly.*

Our Virtual CFO Program will empower you to make informed decisions about your business.

Talk to us about finding the right solution for you!

Hoffman Kelly | Chartered Accountants & Business Advisors

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