



# Why Partnering with CFO On-Call Makes Good Financial Sense

Almost certainly your return will be 5 to 10 times greater than your investment



# The Business

As a business owner, you may not need a full-time CFO (Chief Financial Officer). But you do need more expertise than you get from an in-house bookkeeper or financial controller, and more help and advice than from an annual trip to your tax accountant.

Our CFO On-Call partners have strong commercial and financial common sense. They can help part-time, as you need it. All have held senior financial positions in larger businesses and can now act as a 'sounding board' and financial guru to guide you to better profitability.

## **Cost effective virtual CFO service**

CFO help these days does not always have to be face-to-face (though it still can be). Much can be done via Skype or Google online, meeting and sharing numbers and goals in minutes, not hours and getting more done in less time and for less cost.

*"If you are working frantically in your business, it doesn't matter how busy you are – it is crucial to take the time to work on your business to ensure that all the effort is worthwhile. Our CFO On-Call is invaluable in guiding and supporting us around financial hazards."*

*– Lesley, Peter & Joshua Turner, Directors Flairs Jewellery*



# The Benefits

CFO On-Call will help you to:



Promote profitable (and eliminate unprofitable) product groups/items or projects



Establish effective KPIs to measure and guide results and grow sales



Ensure critical customers are effectively serviced and sales growth is achieved



Set lower levels of overhead costs to increase profit



Efficiently manage customer and supplier payments and inventory levels to improve cash flow



Ensure the most cost effective finance facilities are in place



Achieve effective staff performance for a productive and happy workforce



***“We have an understanding of our business like never before!  
We now have accurate Key Performance Indicators (KPIs)  
which means we can make informed business decisions and  
grow the company profitably at every turn.”***

***– Warwick Glendenning, CEO Power Systems Consultants Group***



# The Proof

Profits up 51% on average

We have helped our clients to achieve consistently good results. And we can almost certainly help your business. Over a two-year period, our clients have experienced an average profit improvement of 51%, based on an average turnover increase of just 15%. All this is done cost effectively, in person or virtually (online), as agreed with you.

To put this into perspective, here's one client's experience. After just three years of working with CFO On-Call, this client's revenue grew by 27%, while profit grew by a remarkable 79%.

 [Learn more about our profit improvement results](#)

Financial Year	2016	2017	2018
Revenue	\$17.1M	\$19.3M	\$21.8M
Profit	\$1.9M	\$2.6M	\$3.4M

This demonstrates that businesses who stick with a CFO On-Call profit improvement process get results sooner than those who focus on just sales growth. Think of the sale value multiplier: If the multiplier of a business for sale is 3 times profit, an extra \$100k in profit adds \$300k to the sale value! In the above example, the shareholders would get around 3 times the \$1.5M extra profit = \$4.5M. Worth the effort?

*"Before engaging CFO On-Call, the bank wouldn't support me, so debtor financing was my only option. CFO On-Call set up our new management reporting and forecasting, and the bank changed their mind. Since then, we have grown total revenue by 17%, increased gross margins from 17% to 37% and improved debtor days by 36%."*

*– Peter Deverall, CEO Safa Glass, Brisbane*

# The Investment

If you were to hire an in-house Financial Controller or CFO, this could potentially cost close to \$200k a year. With CFO On-Call, you can get help at a fraction of the cost.

We work with businesses ranging in size from \$1 million revenue up to \$100 million.

For most clients, we look at your individual business case, and agree on a fixed monthly fee. This fee could be as low as \$300 per month, but typically around 10% of the cost of a full time CFO, depending on scope and scale of work.

One thing to keep in mind - we always expect your profit and cash-flow improvement to be greater than 5 to 10 times the cost of this investment. So it's not a net cost but truly an investment!

**FACT:** To learn more about how CFO On-Call has delivered an average of 51% profit increase for its clients, visit [cfooncall.com.au/latest-news/proof-in-profit](https://cfooncall.com.au/latest-news/proof-in-profit)

*P.S. All CFO On-Call advisors are fully qualified and insured with accounting, commerce or business degrees.*

*"The engagement costs are totally governed by what you need and how much reporting you decide on. All I can say is you won't feel anything other than a sense of strong value and financial control."*


*– Alan Smith, Founder Outback Aussie Tours*

# The Next Steps

If you are serious about achieving profit and cash-flow improvement, we'd love to hear from you. Here's what we suggest:

- Call or email us (see next page for contact details). Or, if you prefer, message us and we will get in touch.
- We can then arrange a chat either by phone or Skype. No cost of course.
- From your side, please think about your business issues and be prepared to frankly discuss your challenges and goals.
- We may ask you to make available recent financial records so that we can suggest ideas about the best path forward for your business.
- If you're not comfortable at that point, there is no cost, so don't proceed.
- If you are, then we can agree on either a one-off cost or monthly fee.

Be assured that we fully expect to create profit improvement and cash-flow gains for you that are typically 5 to 10 times the cost of our fees!



*“When we first started working with our CFO On-Call, he really took the time to get a good understanding of the business. He has been able to bring more to the way we work. He is highly skilled, knows the key numbers to measure and creates systems to easily track these numbers.”*

– Zoe Kratzmann, Founder ZOEKRATZMANN

# Ready When You Are

Contact us today.

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Or, [click here](#) to complete a short Contact form.

