

# Maximizing Your Firm's Profit

## With Better Financial Data

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## Presentation Objectives

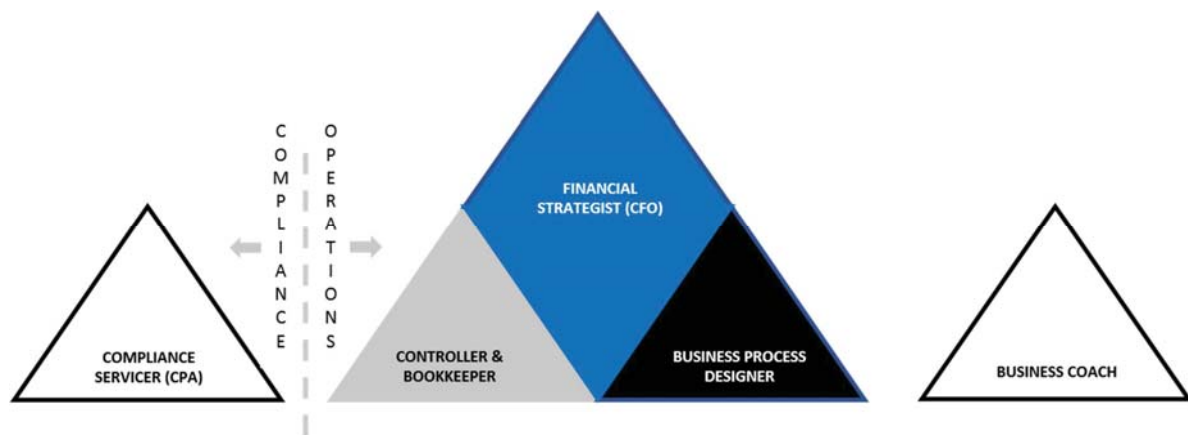
- Apply the expertise of large firms with large budgets to the unique needs of the small firm environment
- Teach you how to structure your finance and accounting team and what to expect from financial experts
- Review financial concepts and methods that will help you maximize your firm's profit



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## Financial Expertise Providers



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## The CPA (Certified Public Accountant) Firm

- Best branded financial expert
- Active license and continuing education requirement
- Singularly qualified to review and audit financial statements
- Subject Matter Expert (SME) in financial statement preparation and internal controls
- Compliance expertise to tax law, which can be quite complex due to tax jurisdictions, legal entities, and industry-specific rules and regulations



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## Controller/Bookkeeper

- Understands and follows basic accounting rules that promote financial health, accuracy, and transparency
- Records daily financial transactions
- Manages transactional relationships with other firms
- Reconciles the firm's accounts, ledgers and financial systems
- Generates accurate financial statements



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## Financial Strategist (CFO)

- Recruits and oversees financial staff. May manage related departments
- Optimizes the firm's cash flow and profit and develops predictive capability
- Develops accountability system to focus the team on financial performance
- Manages financial aspects of strategic relationships
- Mitigates financial risks



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