



# HATCHER CFO SOLUTIONS

Providing Financial Services  
And Support to Growing Businesses

**OUTSOURCED CFO & ACCOUNTING DEPARTMENT - STRATEGY &  
PLANNING - BUSINESS ACCOUNTING SOLUTIONS**



# ABOUT HATCHER CFO



## Your partner in strategic growth.

**HATCHER CFO SOLUTIONS PROVIDES PEACE-OF-MIND THROUGH SOUND STRATEGY AND PLANNING.**

The importance of building the *proper infrastructure* for where your business is, while creating the *strategic plan for the future*, is critical. Convert from keeping your head above water amid chaotic business to reclaiming your time deep-diving on vacation!

Regardless of how big, or far along, your business is in its growth cycle, Hatcher CFO Solutions is proud to offer a wide variety of financial services to help meet your goals:

- **Strategic Planning, Analysis and Advice**
- **Bookkeeping and Accounting**
- **Management Reporting**
- **Process and Systems Optimization**





# STRATEGIC PLANNING



## GUIDING THROUGH PHASES OF GROWTH

From organizations focused on organic growth to corporations preparing for an IPO, the upstream & downstream considerations are significant as part of a long-term strategic planning process.



- **Long-Term Financial Statement Forecasting:** five-year financial statement projections detailing operations, hiring, expansion, acquisition, capitalization, and exit planning.
- **Capital Planning and Budgeting:** determining best uses of capital through analysis of return on investment compared with the opportunity cost of capital.
- **Capital Financing:** determining the optimal solutions for financing operations and capital investments through a mix of debt and equity instruments.
- **Hiring Planning, Compensation, Commissions and Bonus Analysis:** analysis of compensation packages across the organization for consistency in addition to analysis of individual plans for market rate. Review and projection of the impact of commissions plans and sales incentives.
- **Long-Term Strategic Planning:** incorporating all of the above components into a comprehensive strategy and plan to drive company results.
- **Price Modeling:** analysis of fixed and variable costs to determine optimal pricing mix by product line, customer tier, geography, and various other contract terms.
- **Investor Presentations and Board Room Packages:** comprehensive financial statements, projections and analyses with graphics developed for easy understanding.



# STRATEGIC PLANNING



## FILLING THE ROLE OF YOUR ENTIRE ACCOUNTING DEPARTMENT

Remove administrative burdens of bookkeeping and accounting so you can focus on optimizing other key aspects of your business.



- **Billing and Collections:** accurate and timely issuance of customer invoices, diligent collection services to ensure receivables balances remain low.
- **Daily Cash Management and Reporting:** daily monitoring, tracking and reporting of cash balances for real-time understanding of available resources.
- **Vendors and Payables:** capturing and entering all bills, managing payment process, maximizing vendor terms and ensuring proper approval by all necessary parties prior to payment.
- **Payroll Processing:** review and analysis of payroll and timesheets, ensure timely and accurate payment to company employees and contractors.
- **Bank and Credit Account Reconciliation:** monthly review and reconciliation of bank and credit accounts, ensuring all data is captured and agrees back to bank records.
- **Month End Close:** accounting processes developed to ensure that all financial activity is captured in the monthly financial statements, revenue and cost of sales recognition are properly reflected, accounting accruals and adjusting entries have been entered, and all balance sheet accounts have been reconciled and reviewed for accuracy.
- **Monthly Financial Reporting and Analysis:** preparation and review of standard financial statements in addition to customized analysis based on business type and needs (variance analysis, budget to actuals analysis, margin analysis, profit/cost center analysis, etc.).
- **Cash to GAAP Conversion:** Looking for a loan? Do you have an interested buyer? There is a chance that you may need to produce GAAP or IFRS compliant financial statements.
- **Audit Preparation and Support:** Going through an audit and need to ensure your books are ready to go? We work directly with your 3rd party auditor to ensure your books and supporting schedules are adequately prepared for a smooth audit with minimal adjustments.



# MANAGEMENT REPORTING



## BREAKING DATA DOWN INTO ACTIONABLE STEPS TO DRIVE RESULTS

To improve your business you must understand how your business is performing by building clear and concise financial reports.



- **Executive Dashboards:** clear and concise dashboards reflecting KPIs for the business as a whole as well as customized dashboards for executive management teams tailored to reflect the major drivers of their specific business unit/ location/ profit center.
- **Profit Center Analysis:** profit, cost and margin analysis by customer, division, location, product, service type, etc.
- **Growth and Marketing Effectiveness Analysis:** key drivers for revenue growth and integration with marketing data to understand the effectiveness of marketing spend and ROI.
- **Salesperson Revenue and Margin Analysis:** detailed metric analysis by salesperson including revenues, margins and ROI based on compensation and commissions plans.
- **Budget and Forecast Preparation and Analysis:** annual corporate and operating budgets as well as monthly/ quarterly re-forecasting exercise to reflect changes in the business throughout the year.
- **Cash Flow Forecasting:** weekly cash flow projections detailing cash inflows and outflows on a weekly basis, providing insight into cash needs or excesses, maximizing efficiency of resources.
- **Departmental Overhead Analysis:** cost line item analysis of departmental overhead spend and absorption by department/ division/ location.
- **Compensation and Commissions Reporting and Analysis:** analysis of compensation packages across the organization for consistency, in addition to analysis of individual plans for market rate. Review and project the impact of commission plans and sales incentives



# PROCESS & SYSTEMS OPTIMIZATION



## USING TECH TO BUILD AND IMPLEMENT SYSTEMS FOR GROWTH

Information and analysis are only as good as the data it is built upon. Implementing the most efficient processes and scalable systems.



- **Cash and Financial Controls:** review and analysis of current controls and recommendations for optimization of processes while ensuring adequate control over cash.
- **Accounting Systems Implementations:** recommendation and implementation of optimal accounting system based on business needs.
- **Systems Integrations:** recommendations for and management of integrations between various accounting systems and tools with operational systems and tools in order to maximize available data for management and financial reporting.
- **Process Development and Controls:** review and recommendations for both accounting and operational processes to ensure optimization of collection and use of data, guaranteeing adequate controls over the process and reliability of data.
- **New Technology Implementations and Integrations:** recommendations for and management of the implementation of new technologies that can improve company success in addition to integration with current systems, tools and processes.

# CONTACT HATCHER CFO

## FOR MORE INFORMATION OR TO SCHEDULE A CONSULTATION:

Reach out to Blake Hatcher, CPA  
directly at:  
[blake@hatcherCFO.com](mailto:blake@hatcherCFO.com)

Check out more about offerings  
and services on our website:  
[www.hatcherCFO.com](http://www.hatcherCFO.com)

### FIND ME ON SOCIAL



"I was lucky enough to have worked with Blake for a few of the most critical years at TaskUs.

Blake is a **great leader** and when he says he is going to get something done **he gets it done.**"

— Bryce Maddock, Co-Founder/CEO  
TaskUs

"We hired Hatcher CFO after an endless search to find a provider that was **consistent, reliable and responsive.**

Blake and his team were able to better organize our accounting process and allow us to continue improving as **we grew revenue** and the company as a whole!"

- Ali Grant, Founder/CEO  
Be Social