



PACIFIC RESOURCES GROUP

SMALL BUSINESS VIRTUAL CFO

Core Philosophy

“If you can’t measure it, you can’t improve it.”

Peter Drucker - Business Consultant & Author

Translation: How can a small business ever truly be successful if the owner is not measuring performance against a vision of success unique to that owner?

How do you measure business success?



About Virtual CFO

QUESTION: What does a good CFO do?

- *They connect the dots between finance and operations with meaningful data, so an owner can make the best daily decisions and generate more money.*
- *PRG will help you clearly understand the data and what it means to your bottom line.*
- *We create better systems and help remove bottlenecks that are slowing your business down.*
- *As entrepreneurs just like you, we are on a mission to help small businesses succeed.*
- *It's our Passion!*

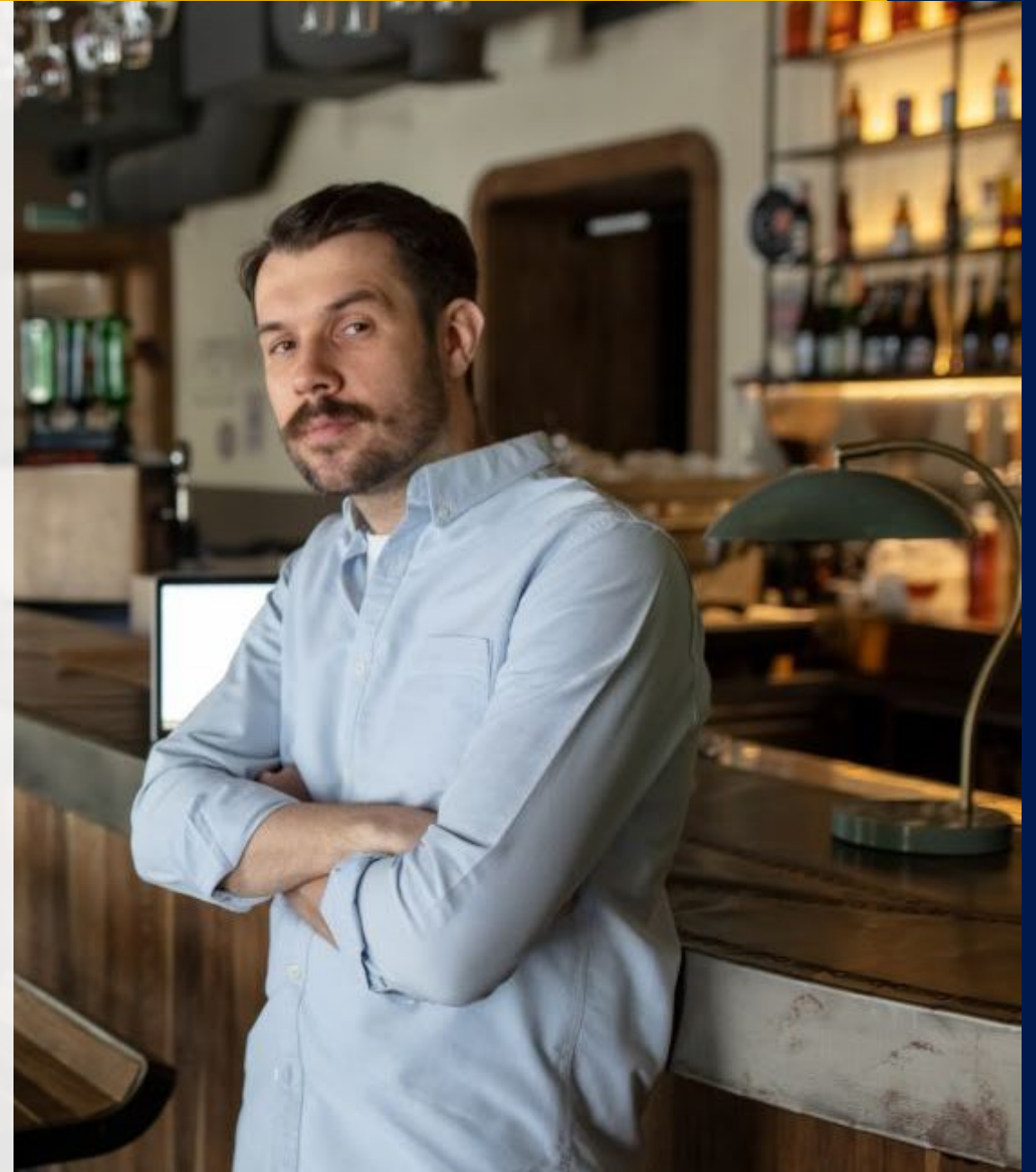


OUR IDEAL CUSTOMER

He or She is not 100% clear on their financial goals. They simply haven't taken the time to analyze the business from that perspective. The health of their family and their children's success are their number one priority. Although their parents taught them most everything they know about the business, their parents are no longer the patriarch of the family. They are now in that role, so ensuring the business affords the time and money necessary to take care of the family is their most important objective.

They are constantly on the phone and a huge bottleneck in the business but still don't realize it. They never took the time to focus deeply on accounting, finance, operational management or general administration. They often say another family member "handles that". Everything they know in terms of "office management" is what they learned by just "doing it", but since they are the boss, everyone on the team looks to them for direction, which further exacerbates the issues.

They are humble, smart and hard-working. They love their family and work very, very hard for them. Their handshake means something. Honor and respect still matter to them. Their business is either growing a little too fast for their outdated systems or experiencing a temporary slow-down and various creditors are starting to circle. They are nervous, but too strong willed to let their family see the stress. They need the help of a smart, dedicated, "advocate" firm that genuinely cares to see them get to the next level and reach their goals - PRG.



Pricing

Virtual Bookkeeper: \$199 - \$299 / week

Get your books in shape. Know your numbers. Not for your CPA or the IRS per se, but for you! Form the basis of the “Profit First” accounting methodology. Begin to understand critical patterns in your business to increase predictive power. Harness the power of the QuickBooks Cloud to optimize financial operations.

Virtual Accountant: \$299 - \$399 / week

Begin delegating multiple financial workflows to your internal team along with PRG’s team. Learn to perfect the necessary systems for streamlined Payables, Receivables & Cash-Flow management. Create the foundation for holding your team accountable to rigorous, repeatable standards with an emphasis on “frictionless workflows”. Bi-weekly ZOOM meeting.

Virtual CFO: \$499+ / week

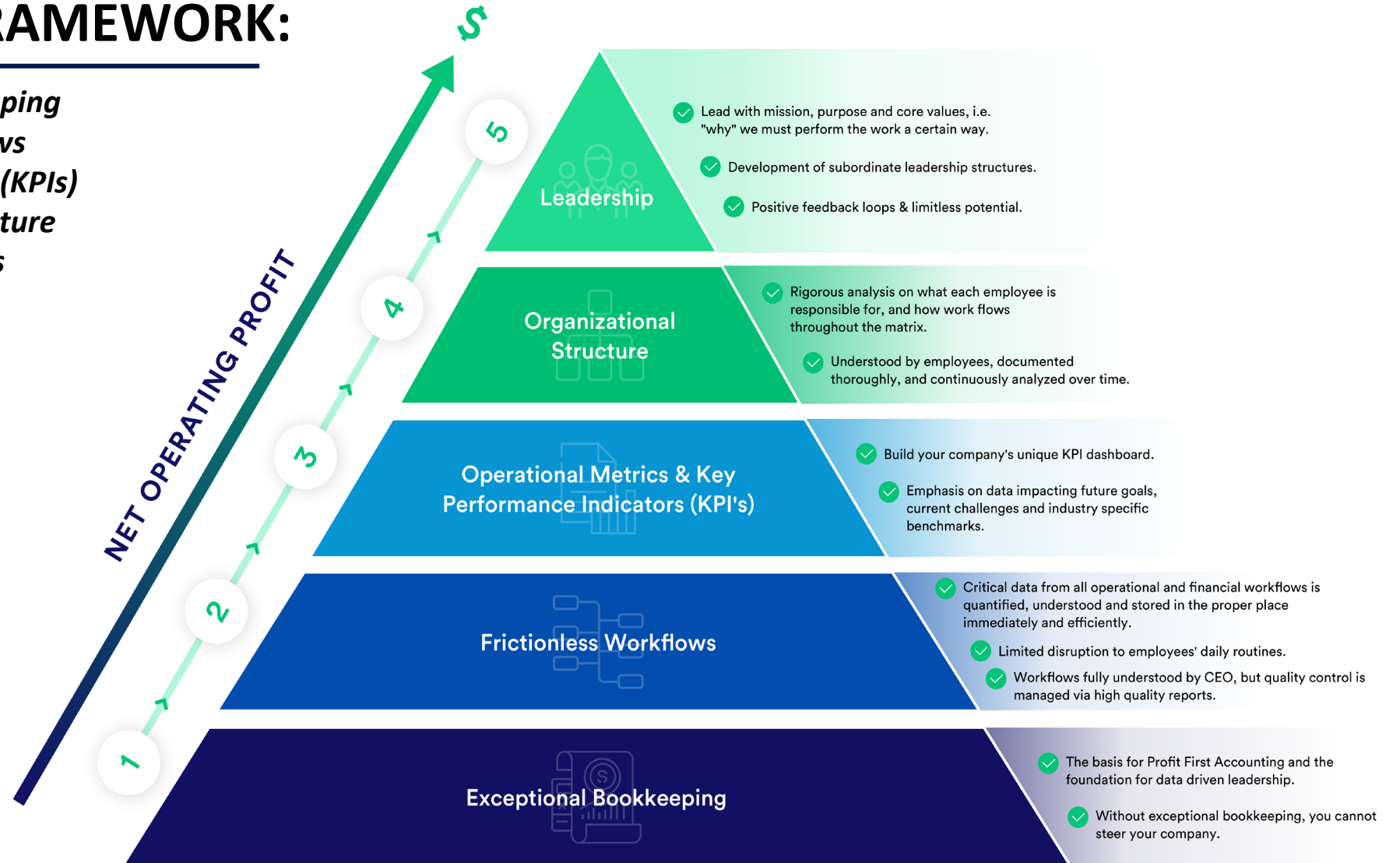
Start connecting financial data with field operations data (KPIs). Begin leading your company with a reliance on excellent reporting. Begin delegating workflow to subordinates from a strict organizational framework. Adopt a singular mission statement as CEO and improve company culture & performance from that singular focus. Build a business that grows regardless if you are there every day; earn more money and more time. Weekly ZOOM meetings.

PRG Finance Service Comparison

	Virtual Bookkeeper	Virtual Accountant	Virtual CFO
Cost	\$199 - \$299 / week	\$349 - \$599 / week	\$599 - \$899 / week
Transactional Bookkeeping	X	X	X
Financial Statement Preparation	X	X	X
Bank Account Reconciliation	X	X	X
Continuous Email Support	X	X	X
Zoom Call with CFO		Semi-Monthly	Weekly
Accounts Payable Support		X	X
Accounts Receivable Support		X	X
Profit First Implementation & Support		X	X
Cash-Flow Forecasting			X
Key Performance Indicators (KPIs)			X
Budgeting Support			X
Client Bidding / Pricing Support			X
Available to Meet w/ Third Parties (CPA, Banker, Investors, etc)			X
Instill Leadership & Subordinate Leadership Principals			X
Business or Creditor Negotiations*			X
Corporate Intranet Build-Out			X
Other Ad-hoc Analysis & Misc. Tasks			X

VIRTUAL CFO FRAMEWORK:

- Step 1: Exceptional Bookkeeping**
- Step 2: Frictionless Workflows**
- Step 3: Operational Metrics (KPIs)**
- Step 4: Organizational Structure**
- Step 5: Leadership Principles**



PRG CFO Statistics

The average “Quarter-on-Quarter” growth rate in **Net Operating Income** for a PRG Virtual CFO client, who has been in the program for at least one year, is **276%**.

Client references available upon request.



If you are considering the Virtual CFO...

...Here is a question to ask yourself...

Does your company provide you more money & more time to do the things you enjoy?



PRG

We would love to hear more about your business. Please contact us for a free consultation.



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www.pacrg.com/virtual-cfo