



Success is not final, failure is not fatal: it is courage to continue that counts.

Winston Churchill

**CFO Financial Solutions, Inc.**  
*'The flexible solution for a full time problem'*



# Small & Middle Market Challenge



Most business owners can produce professionally prepared financial statements when the need arises.

But.....they often struggle understanding the impact.

- They cannot utilize the information to make decisions.
- They cannot communicate the information inside or outside the organization.
- They cannot turn financial information into action items.
- The information is not looked at as a guide to improving the business, it is only a necessary evil that is set aside when completed.

# Analyze, interpret, understand and communicate.

- Completed financials statements are only the beginning.
- Financial competence begins with understanding the message.
- Financial competence breeds confidence:
  - Lenders
  - Creditors
  - Suppliers
  - Clients
  - Auditors



# Data Integrity & Audit Survivability



- Knowledge & substantiation of financial position
  - Account reconciliation and trending
  - Key accounting relationship and impact
- Revenue projection and sustainability
  - Revenue recognition
  - Prospect conversion record
  - Customer concentration assessment
- Cost containment
  - Expense timing & recognition
  - Cost driver understanding & application
  - Metric driven management
- Cash Management
  - Internal control
  - Asset planning & utilization
  - Tracking & realization

# Speculation & Scrutiny

- Recovering economy
- Tightened credit standards
- Asset based lending
- Guarantees
- Stringent review process
- Increased oversight



# Financial Competence

- Knowledge of detail
- Knowledge of trends
- Understanding impact
- Understanding alternatives
- Identify solutions
- Communicating strategy
- Execution of plans
- Achieving results

# Confidence

Building financial competency and confidence in the business owner is just good business.....



- Build a strong financial relationship within the banking community.
- Increased ability to understand and precisely communicate financial position and information.
- Pathway to prudent, better informed business decisions.
- Increased understanding of the rules that the business world plays within.

## Brian P. King, CPA, MST, CFO

**Brian graduated from the University of Dayton with a Bachelor of Business Administration in Accounting, a Master of Science in Taxation from DePaul University and successfully completed the CPA examination in Illinois. He has held senior management positions in all disciplines of accounting and finance with 19 years of experience in Fortune 500 companies before being recruited to middle market business in the supply chain industry where he continued to provide creative solutions for 13 years.**

**A successful and creative, solution oriented executive offering progressive experience across all business functions. A strong communicator, capable of building rapport and team cohesion across all levels of staff, management, suppliers and customers. Adept problem-solver with a strategic focus and detail orientated approach able to implement and execute creative solutions in challenging, fast-paced environments. Key leader on the executive management team of a midsize corporation in the service industry; value added achievements have led to timely reporting and ability to respond to critical issues, regulatory compliance, improved relationships with suppliers, financial institutions and regulatory agencies at the Federal, State and Local level.**

*“Brian King is a terrific financial professional and a first-rate human being, to be trusted on both a business and personal basis. In the time we worked together, Brian demonstrated all of the skills a good CFO should have to be the financial decision-making partner to the CEO. He is adept at leading a finance organization responsible for the treasury function, the controller function, budgeting and planning, as well as the management of contracts and other financial obligations. He is strong analytically, communicates extraordinarily well with colleagues, outside professionals and financial institutions. More important, he is effective.”*

*Rob Levin  
Managing Director  
Republic Partners*

## Chris Jarosz, CPA, CFO

Chris graduated from the University of Notre Dame with a Bachelor of Business Administration degree, with a concentration in Accounting. He began his career at Deloitte & Touché in the audit department, where he gained valuable experience in the manufacturing, construction, financial services, and public utility industries over 6 years. When he left public accounting, he went to work for a family owned construction company, Zera Construction, where he was able to work with the third generation of the company to develop systems of internal control, and a sophisticated job cost analysis structure to help ensure profitability. After working there for 10 years full time, he has had the pleasure of working with them for an additional 7 as his first consulting client on a monthly basis.

Now Chris is again providing valuable insight and CFO services on a consulting basis, where he passionately serves entrepreneurial start-ups to middle market companies. He prides himself on providing value added that goes well beyond the accounting function to help his clients succeed. In his years of experience, he has seen gross inefficiencies, and believes this mode of providing accounting service can be highly beneficial to his clients. He will work hard to exceed your expectations, while always maintaining the highest level of integrity and confidentiality.

*Chris is a diligent, client-oriented, and knowledgeable professional with many valuable executive experiences. His most valuable strengths, however, are his abilities to explain the nuances of accounting and finance to different personalities, work with various corporate functional leads, and apply strategic and practical business reasoning to complex issues. I would highly recommend Chris to any company seeking to address any number of accounting, tax or corporate financial issues.*

*Edward Benes P.C. Esq.  
Corporate Counsel, Manhard Consulting Ltd.*



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