

Accountfully **INVESTOR'S**

GUIDE TO OUTSOURCED ACCOUNTING



Why outsourcing the accounting of your portfolio companies is a good plan.

Your goal as an investor is to nurture and develop companies into profitable enterprises, obtaining a positive return on that initial investment.

The secret ingredient to ensuring a better chance at success for your investment? Outsourcing the accounting of the brands in your portfolio. By doing so, you create a flexible, scalable system to manage and understand the financial health of each company. The businesses can operate with expert financial guidance, and you as the investor can have visibility over your investments.

Nurture the initial spark that led you to invest.

The pitch was good, the numbers were solid and off to a running start, and the company you put your faith into had some intangible essence—that passion behind the cool idea or product. But the more the creative driving force of the company is in the weeds of the non-creative business end of things, the dimmer that spark can get. Keeping the creator free to execute new ideas, design new things and network with their clients and vendors, the brighter that company will shine.

Outsourcing the bookkeeping and accounting allows more time for the business founder to create and innovate. They focus on growing the magic behind the concept, while Accountfully focuses on keeping the numbers up to date and in check. We stay on top of the day to day and advise company decision makers on how to move forward to meet their financial goals. This keeps the investor's money working most efficiently in each venture and the business owner out of the number weeds.



We deal In many industries, like a keen investor.

A savvy investor knows that diversifying funds is a great way to see better success.



While many investment firms choose to stick within a certain industry, many have stakes in a variety of business niches. Accountfully has experience supporting different industries, from complex inventory-based businesses to the creative service industries. Many of these companies are in the start-up phase and looking for a flexible approach to their accounting as they grow. This experience in nurturing smaller companies and acting as a partner in their growth is very much in line with most companies in an investor's portfolio.

We understand the need for flexibility as growth occurs. Having consistent oversight and expert guidance are potent tools that allow companies to flourish. And chances are, with our diverse client book, we have helped a business in your portfolio's niche.



We track and translate the complicated numbers and understand the economics.

It is in your best interest to understand each company, inside and out. Keeping up to date records and understanding the financial pulse of the company means spotting potential challenges early on, while they are manageable.

Perhaps some of the most complex inventory-based companies are that of the food, beverage, and beauty entrepreneurs. We have vast experience managing the accounting for ingredients (aka inventory) with a track record of helping businesses grow, scale, and thrive.

We get the economics side of each business, and understand the more complicated pieces, such as gross profit margin, by digging in and tracking the true costs of goods sold, then we display it in an easy to understand, graphic based presentation.

We offer clean, understandable methods to show key performance indicators for inventory and service based companies—KPIs and inventory for the non-accountant eye. We track true costs of goods sold using our proprietary Inventory and Digital Agency Workbooks. We also employ software programs such as Cin7 Core (fka DEAR) inventory and Fathom reporting, which shows KPIs, predicts and analyzes trends, and visualizes it all in a clear, easy-to-understand format.



We prepare forecasts and budgets and perform inventory reporting and analysis.

Helping clients identify the right KPIs is also a critical part of our CFO advisory services. Having the right KPIs measured, tracked, and analyzed is key to success. We work with our clients to set up customized data dashboards that help empower teams and business leaders by providing them with the most up-to-date financials. Optimizing financial controls and data sharing are among your most important forward-looking tools.



Nationally-based Company and Clients

Like the unique brands of an investor's portfolio, are the locations they hail from. Accountfully has clients across the nation, many with international satellite offices. We are headquartered in Charleston, SC, with a satellite presence in Nashville, TN—two up and coming locales as it relates to cutting edge businesses and culture. Since we are a company designed to operate from anywhere, location is never a challenge to providing support to companies beyond our office locations.

We help implement cloud-based operations into our client's companies too, which provides more efficient, streamlined functionality and helps them stay on the cutting edge. Location is not a hindrance to providing the best bookkeeping and accounting services.

We operate in the future and on the cloud.

Streamlining and process improvement is inherent in the implementation of cloud based systems and modern processes we put in place for our clients.

We don't stay tied to paper or location at our office, so why should our clients? Just like the modern business owner, there is no need to be hindered by old school business practices.

We use, recommend and implement all cloud-based software; from Quickbooks Online, to KPI and inventory management tools like Fathom and Cin7, to payment providers, like Bill.com. All of these cloud based programs integrate together and allow for automations that translate into increased productivity and money saved.



ACCOUNTFULLY HEADQUARTERS IN CHARLESTON, SC

The jet-setting business owner (and investor) can access their financials and make choices from anywhere, and focus on that hustle, not fret over getting back to an office.

Quick example: You have a big meeting with your team to update them on the health of the portfolio. You get great news last minute about a major deal one of the company owners made. You want more than an added line in your slide, you want realistic projections and details to share to your savvy team.

Picture This:

One of the companies in your portfolio just made a big deal and will be selling their products through a major retailer. Ready to talk about the stats of this new uptick in success, but you are 1,000 miles away in a hotel ready to present to the team tomorrow?

Cool! Grab the stats from Accountfully, and add it to your presentation, so your team can see the new, more favorable projections. Better yet, the business owner can relax and focus on getting their product out, not stay up all night trying to gather stats and numbers for you at the last minute.

The benefits of a cloud based functionality don't end with convenience and freedom of movement. Having the ability to operate from anywhere means having the tools to hire the best talent without location being a hindrance, have better business continuity and be flexible in where you access your numbers. The more modern your portfolio is in functionality, the better chance at success, and your ROI.

We Integrate Into The Company as Part of the Team

As part of our basic outsourcing services, we manage an accounting@yourbusiness email address. This allows a seamless point of contact for vendors, customers and payment providers and integrates nicely into business operations.

We closely manage payments and stay in touch with clients that owe money and manage the relationship with key vendors. Each client receives a dedicated team of three accountants working on their business. This means a consistent team at each company's disposal with multiple layers of expertise.

From the staff accountant level, to manager, there is coverage and support. Not only is Accountfully diligently keeping the books up to date, they are answering questions and advising on a consistent basis, so company decision makers know how best to plan and grow.



CFO Level Advisory - The Strategic Advantage

The Accountfully team that is at a company's disposal is of the highest caliber. We offer CFO Level Advisory, which means the culmination of serious finance industry talent is available. It's no secret the average startup or small business does not have a budget to hire a full finance team. There is no finance department as they are getting up and running, so having the flexibility of the full advisory and business planning at the ready is indispensable, flexible and affordable. Imagine the strategic planning knowledge of a seasoned CFO at the ready for each of your companies, offering the right advice from the beginning—a great foundation for serious success and growth.

We stay on top of cash flow and taxes.

It's no secret to the investor that cash flow is the lifeblood of a small and growing business.

The companies in your portfolio have a good amount of your cash infusion. We want you to know where it is—and how it is growing.

For the majority of small businesses, it is also one of the most challenging facets of their operation to manage and predict. Having a consistent beat on the health of your cash is one of our top focuses. We monitor and report weekly and short term cash flow, as well as report on cash flow management.

When the time comes to pay quarterly taxes, report sales tax and navigate the yearly filing process, we have our clients covered. After all, it makes most sense for the expert insight Accountfully has on the business to be applied to filing the proper taxes.

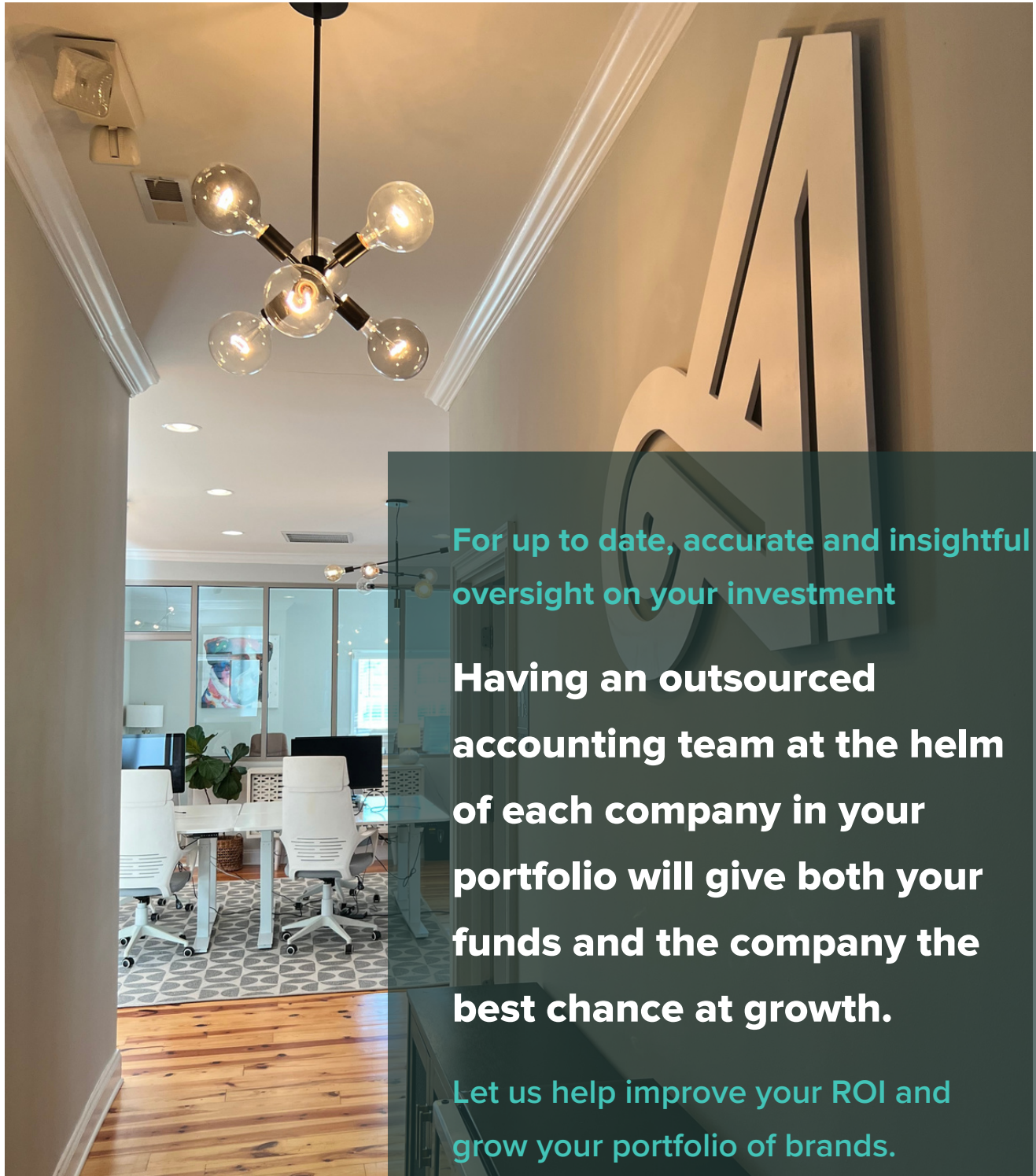


When businesses are just starting, it can be overwhelming to understand how, where and what to file as they develop and expand. Having a seasoned tax team ready to advise our clients reduces the stress of filing and reduces the chance of costly fines or late fees.



Accountfully

INVESTOR'S SECRET



For up to date, accurate and insightful oversight on your investment

Having an outsourced accounting team at the helm of each company in your portfolio will give both your funds and the company the best chance at growth.

Let us help improve your ROI and grow your portfolio of brands.