



Find Money. Save Time. Get Advice.

The CPA Firm Of The Future

“Trusted CFO Solutions is the Gold Standard of a CAS Practice”

Bill Reeb, Vice Chair of the Board, AICPA

CAS, Client Accounting Practice

"Trusted CFO Solutions provides real time analytical financial reporting interpreted by finance & CFO executives to provide insights on performance and to assist in implementing action plans as a result of our intelligence driving the optimization of people, systems, and process analysis."

- Steve Gross, Trusted CFO Solutions Co-Founder

- What Clients Want From CAS Firms
- What's Driving The Change To CAS
- Our Strategic Approach
- Intelligence Drives Optimization
- Customer Optimization Examples
- Your Trusted Advisor
- TCFOS Engagement Options
- Why Outsource Monthly SIAP Services?
- The Next Level of ERP Software - Var Pathway
- Designing Dashboards
- Onboarding Roadmap
- Our Leadership Team; Dixie, Steve, Lee, & Courtlandt

What Clients Want From CAS Firms



Top 3 Criteria for How SMBs Selected An Accountant:

- **Expertise**
- **Responsiveness**
- **Proactive Strategic Advice**

Top 3 Criteria for Services Desired Outside of Services Already Received:

- **Business planning**
- **Business strategy**
- **Create Dashboards to monitor business**

**The Sleeter Group research published April 9th, 2014
<http://www.sleeter.com/blog/2014/04/smb-want-accountant-2014-update/>*

#1 Reason
Why Clients
Leave

**A Lack of
PROACTIVE
Advice**
*(instead of
reactive)*

What's Driving The Change To CAS



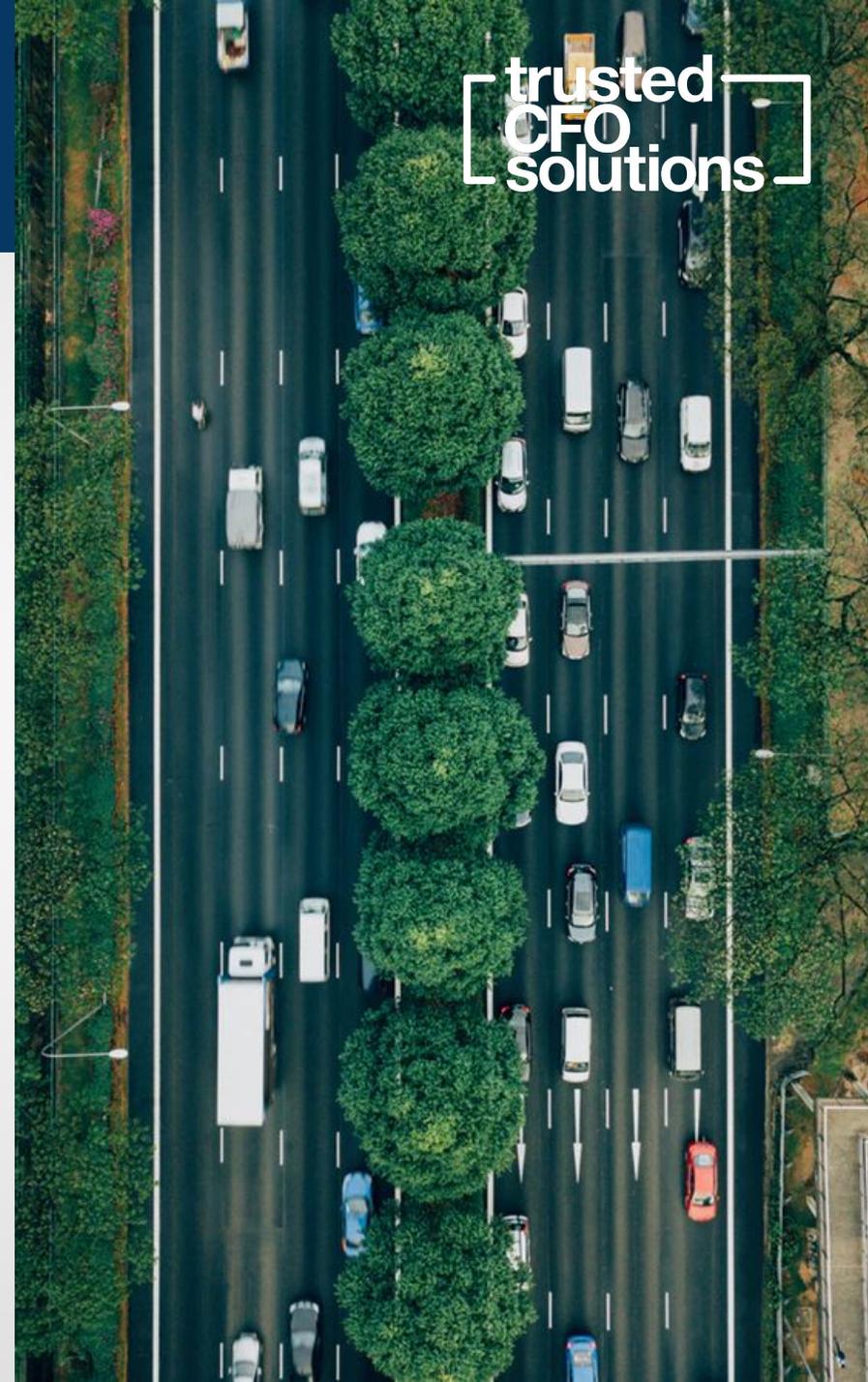
Increased Demand By Businesses

- Disconnected, inefficient processes – struggle to manage themselves
- Lack the staff, the skills, or the desire to manage accounting processes
- Need to focus on their core business

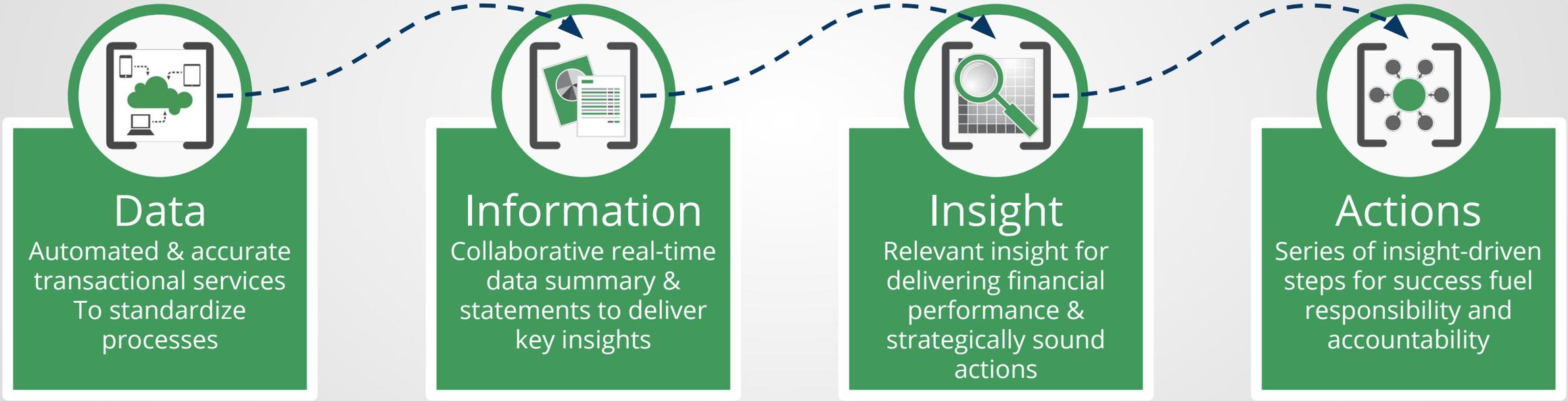


Technology Available

- Advanced cloud applications that easily integrate
- Offer scalable, cost-effective platforms
- Standardization of processes
- Improved operational efficiencies



Applied Intelligence For Business Improvement



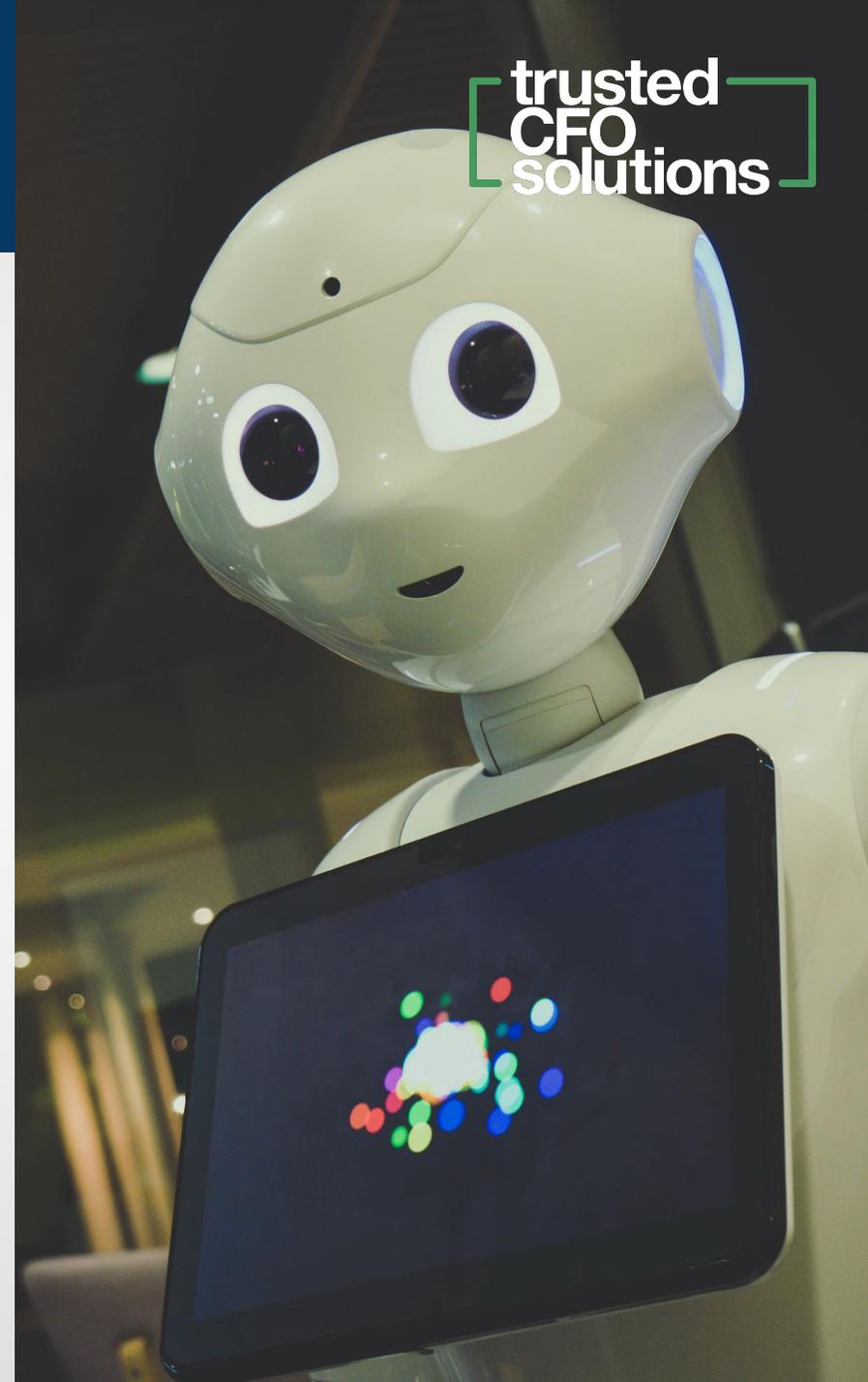
Grow & Thrive

Intelligence Drives Optimization



Run Your Company With Real-time Actionable Insights, And Move Your Business Forward.

- Intelligence & experience drives customized creation and efficiencies of our client's technology stack.
- Tools are only as good as their intelligent application.
- Applied Intelligence's best execution is optimization.



Customer Optimization Examples



Order From Chaos

Trusted CFO Solutions (TCFOS) took over the “C” suite of a firm that was disorganized and materially out of control. TCFOS reduced the accounting and finance department staff to 2 down from 9. That 85% reduction was replaced with TCFOS personnel and saved the company \$200,000 annually. TCFOS put the company records and reporting into superior shape whereby the company could make viable and prudent business decisions. Additionally, TCFOS implemented process automations saving the company \$500,000 per annum. Lastly, TCFOS provided management and stakeholders the ability to make astutely informed critical business decisions.

3000 Checks In 2 Days

Trusted CFO Solutions working with a real estate investment company changed the way their accounting and Finance department functioned. There were enormous time savings credited to TCFOS and Sage Intacct solutions. These solutions and the intelligence with which they were applied have optimized many of the real estate investment company’s processes. One of the many results was the time savings associated with processing checks. It used to take 2 weeks to process AP checks for over 3000 vendors, it now takes only 2 days!

Real Time Answers

Trusted CFO Solutions works with a company that used to take it 4 hours for the CFO to answer the owner’s financial questions. If the question was asked after 12 noon the answers were not available until the next business day. TCFOS processes combined with the Sage Intacct system, the CFO now has the answers at his fingertips in real time.

Your Trusted Advisor



Virtual
CFO



Outsourced
Controller



Back Office
Accounting

TCFOS Engagement Options

SIAP Services



Accounting Services
& CFO Analysis

Financial Modeling

Technology Stack
(FloQast, Bill.com, CFO Mailroom)

Scaling rates w/growth of business (% of Rev)

VAR Software



Annual Subscription
& Add-ons Licenses

Implementation

VAR Tech Support

Purchase add'l packets of 10 support hours

Why Outsource Monthly SIAP Services?

Finance

- High expenses for new technologies can be avoided.
- High expenses for HR can be avoided.

Risks

- Privacy and control can be increased.
- Threats and risks can be covered by the outsourcer's contract.

Technical Knowledge

- Special, up-to-date IT & CFO expertise is available.
- New financial and technology trends can be applied.
- Expand technical bandwidth.

Concentration - Ops

- Focus can be on the essential processes and tasks.
- Staff capacities can be utilized for core business.

Staff

- Less in-house difficulties for specialized experts.
- Less staff required to manage turnover, training, overhead.

Costs

- Better cost planning and transparency as business grows.
- Scales with growth of revenue or # of transactions.

Sage Intacct Is The Best Solution When You're Outgrowing Quickbooks.

Quickbooks Pain Points

- Manual Processes need to be automated
- Need More Robust Reporting & Visibility
- Require Data Integrity In System Of Record
- Need Access To Data From Multiple Locations

Sage Intacct Benefits

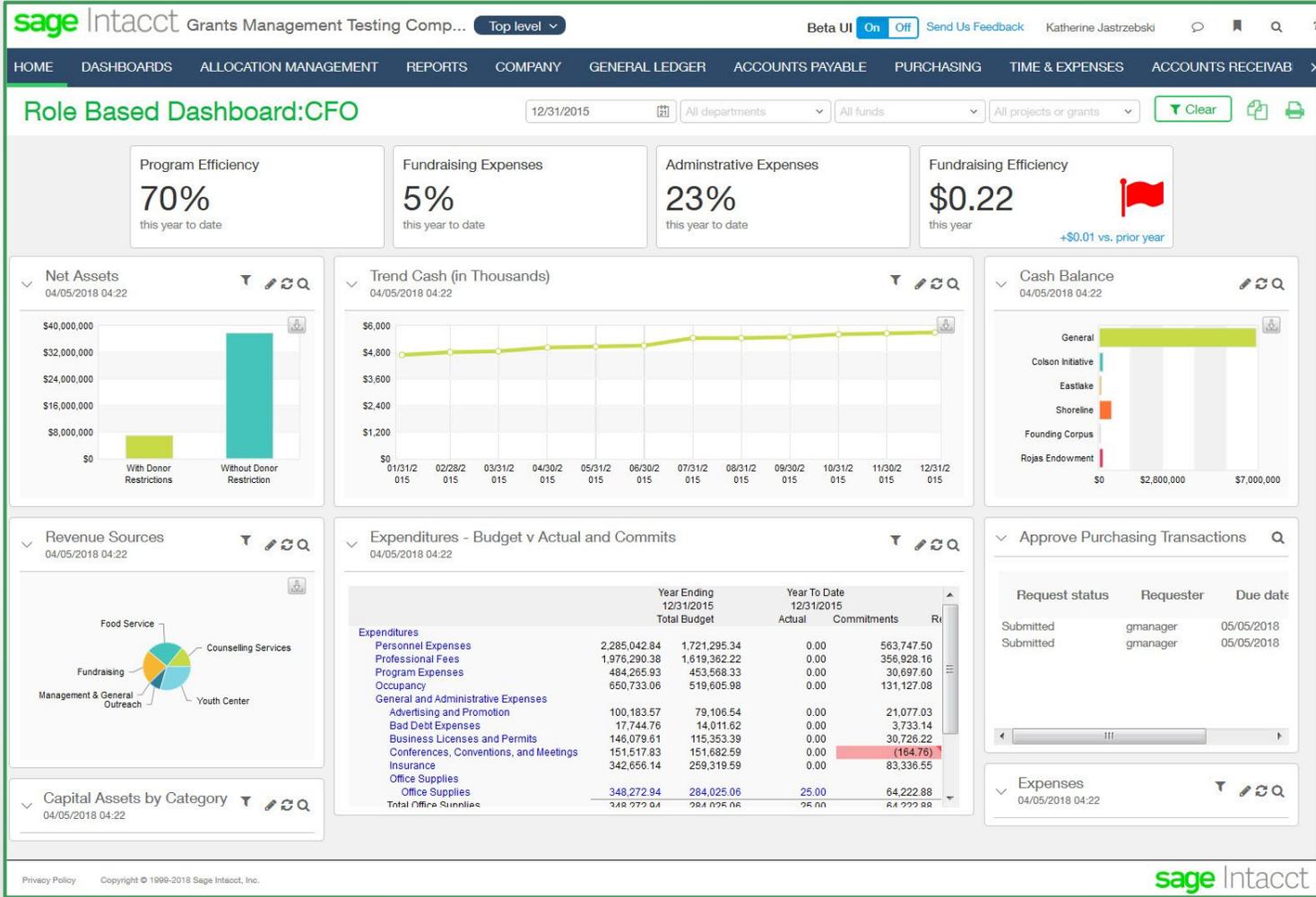
- Powerful Automation
- Swift Productivity
- Wise Reporting
- No Spreadsheets
- Streamline Processes
- Anytime & Anywhere Access

Sage Intacct is endorsed by the AICPA

Designing Dashboards

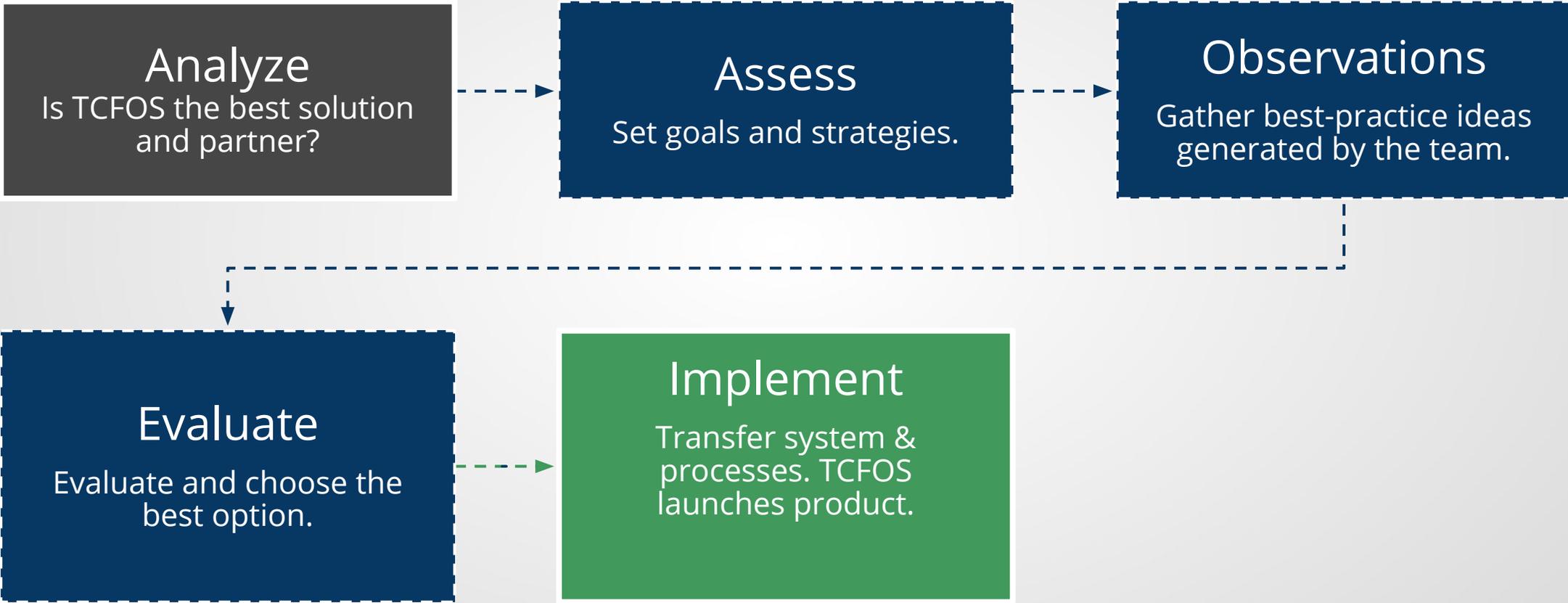


CHARTS
SLICERS
CARDS
INDICATORS
TABLES
IMAGES
TEXT



...a dashboard is an executive information system user interface that (similar to an automobile's dashboard) is designed to be easy to read (Wikipedia).

Onboarding Roadmap



Our Leadership Team



Dixie McCurley

President &
Co-Founder

Specializations: Accounting Systems, Accounting Departments, Management Reporting, Speaker, Workshop Instructor

Innovative Thinking: Dixie McCurley has set out to revolutionize accounting practices for small to medium sized businesses utilizing new methods that capitalize upon the latest technologies available. Dixie puts data in dashboards and optimizes the intelligence of Trusted CFO Solutions' processes empowering controllers and CFOs with data, reports and efficiencies to drive business performance.

Relevant Experiences:

- Proven track record with building a successful CAS practice
- Nationally recognized thought leader in "cloud for CAS delivery"
- Delivers outsourced CFO/Controllershship engagements
- Advisory Boards: CPA.com DCPA, Sage Intacct IAP Advisory group, Bill.com Accountant Advisory Member, Paychex Advisory Council
- Active speaker at CAS conferences, including 2016 DCPA keynote session panel

- Preferred provider of Practice Development Training for AICPA Trusted Business Advisor Solutions
- Practitioner instructor for CAS Roadmap workshop since 2014
- QuickBooks Proadvisor
- Intacct and Bill.com Certified
- A member of Mindshop

Education and Interests: Dixie graduated from Auburn University with an accounting degree and was a member of Zeta Tau Alpha. In Atlanta Dixie has been involved with numerous groups such as The Buckhead Women's Group, The Urban Land Institute of Atlanta and the Technology Association of Georgia.

As a self-proclaimed "foodie", Dixie spends her free time dining at the hundreds of restaurants Atlanta has to offer.

Our Leadership Team



Stephen Gross

Co-Founder

Steve Gross is the Founder Emeritus of HLB Gross Collins, P.C. He was Regional Managing Partner, National Director of Business Consulting and a member of the Executive Committee of international accounting firm.

Steve founded Trusted CFO Solutions, LLC and Business Builders' Network, LLC to assist businesses and management teams in being exposed to, educated, and assisted in transitioning their administrative and financial reporting internal operations to "New Platform Technology." These new systems and technologies achieve business goals of (1) reduced cost of ownership of back office systems and equipment, (2) reduced manpower needs of operating and maintaining these processes, (3) real time access to operational reports, dashboards, and financial performance reports anywhere that is accessible to the web, (4) simplified backup and disaster recovery of data, programs and functionality, (5) automatic analysis and insight reports integrated, and (6) presentation products, interactive and enabling drill down analysis of trends, variances, and peer performance on 87" interactive touch digital whiteboard/monitors with video conferencing to aid board groups or management team in far flung locations.

Steve also founded Gross Capital Partners, LLC and The Gross Consulting Group, LLC at the end of 2011 to pursue advising, servicing and providing capital to business transactions and operating companies. The market need for investors to locate opportunities and for owners to access capital has never been more intense, and cumbersome with the stresses that have occurred in the financial markets.

In his role of capital formation for clients over the past 35 years, he has assisted companies in raising capital and financing for hundreds of companies and provided capital in the hundreds of millions. Companies who have used his services including A.L. Williams Life Insurance, WebMD, NetEffect, HotPalm and many others. As an advisor to companies with dynamic growth, family offices and high net worth angels, he has provided strategic, advisory and investment advice creating wealth for stakeholders.

Specialized Services: Steve has consulted, audited or assisted in exit events with hundreds of companies throughout the United States and Western Europe. His involvement has assisted management teams in growing, governing and merging or selling of companies to many major international groups.

Directorships and Business Affiliations: As a part of Steve's services to his clients, he has served on the Board of Directors of many companies, both public and private, for over 27 years.

Current Public Directorship: Mutual Fund Family of Legg Mason Partners Fixed Income Funds: Designated Financial Expert

Current Boards of Directors or Advisors: Executive Director, Business Builders Team, LLC Board of Directors, Boy Scouts of America, Atlanta Advisory Board, Consumers' Choice Award, Stock News Network Governing Board, The Ritz Group Host, The Gross Reality Radio Show

Past Directorships have Included: Mutual Fund Family for Van Kampen American, Capital Mutual Fund Family for Morgan Stanley Dean Witter, Mutual Fund Family for Citigroup Smith Barney WebMD, Inc. Charter Bank & Trust ebank Financial Services, Inc. Hank Aaron Enterprises, Inc. Carint North America, PLC

Professional Memberships and Awards: Steve is a licensed CPA, Chartered Global Management Accountant, Certified Fraud Examiner, Certified Valuation Analyst, and he is Certified in Financial Forensics. He is a member of the state and national CPA societies. He is a member of the Institute of Business Appraisers, the National Association of Certified Valuation Analysts, and the Association of Certified Fraud Examiners.

Our Leadership Team



Lee Baynes

Partner

Specializations: Corporate Forecasting, Corporate Restructuring and Strategic Planning, Mergers & Acquisitions and Merchant Banking

Mr. Baynes is a CPA with over 25 years of accounting, finance, investment/merchant banking, senior executive finance and operational experience. He is a Partner with Gross Capital Partners with a focus on executing M&A transactions, private equity capital and investing activities, corporate restructuring, strategic planning and other financial advisory services. Prior to Gross Capital, Mr. Baynes was Senior Vice President of Corporate Strategies at Cooper / T. Smith Corporation, a diversified international group of maritime companies.

Prior to that, he was the CFO of Apyron Technologies, a material science technology company and a Managing Director at two investment banking firms. He also previously served as the CFO and Director of Accounting for Williams Group International, a multi-entity, international industrial contractor group. Mr. Baynes began his career at Arthur Andersen and ultimately served as a Manager in its Audit and Business Advisory division. He graduated in 1986 with a B.S. in Commerce and Business Administration from the University of Alabama.

Our Leadership Team



Courtlandt B. Ault

VP, Strategic
Business
Development

Activity: Courtlandt Ault has over 30 years of marketing, business development, corporate communications and family office experience in the financial services industry with the following companies, some he continues to partner with today.

- Atlantic Trust
- Bessemer Trust
- Capital Wealth Advisors
- Credit Suisse First Boston
- Guggenheim Partners
- Highgate Investments
- Kidder Peabody & Co. Inc.
- Milner, Inc.

At Trusted CFO Solutions (TCFOS) Courtlandt is responsible for marketing, business development and strategic alliances all designed to drive the growth and visibility of TCFOS.

Relevant Experiences: During Courtlandt's career there are many experiences that will be applied to his efforts at TCFOS. One example is Courtlandt's tenure at Bessemer Trust. While at Bessemer Courtlandt created a business development process in the Palm Beach office, went on to open as start-ups the Naples, FL office, the Atlanta Georgia office and consulted on the creation of Bessemer's Dallas, TX office.

Between the Naples and Atlanta offices Courtlandt was responsible for adding approximately \$700 million in 5 years. The important aspect here for TCFOS is the successful creation of start-up offices which are now very extremely profitable.

A second example is the effort Courtlandt is driving at Milner, Inc. At Milner Courtlandt is working on identifying, analyzing and creating new corporate verticals, creating a corporate communications effort to reach out to the current customer base and a Milner software application designed to create corporate controllership efficiencies. Milner's partner in the creation of this controllership software is Trusted CFO Solutions. In this example the distinction to TCFOS is the creation of a synergistic relationship between Milner and TCFOS toward successful outcomes.

Personal: Courtlandt was born in New York City, attended The University of Massachusetts in Amherst and has spent most of his life in New York, Palm Beach and Atlanta. Courtlandt is a past Director of The Atlanta Speech School and The Michael C. Carlos Museum. Courtlandt is married to Beth and they have daughters Amelia and Ava. Courtlandt is an avid golfer who describes his passion as a life-long journey.

A close-up photograph of two people shaking hands in an office environment. The person on the left is wearing a blue and white checkered shirt, and the person on the right is wearing a grey sweater. In the background, there is a desk with a laptop and a water bottle.

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The right product. The right partner.

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