



***Interested in improved cash flow, better profitability and increased company value? Chief Financial Officer (CFO) services from Parrish Business Services can help you accomplish these and more.***

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Steve Parrish of Parrish Business Services been providing Operational CFO services on a fractional basis since 2006 to satisfied clients across the Front Range of Colorado and beyond.

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No contract... No long-term commitment... No surprises... That is my model for providing Operational CFO services to clients who are typically privately held businesses in the range of \$3 million to \$30 million in annual revenues. My clients do not require a full time CFO but very much benefit from my CFO skill set on an affordable, as-needed basis.

Clients typically approach me because they are:

- Confused about why cash is tight or their cash balances are declining even though the company is growing profitably
- Frustrated that their monthly financial reports are provided weeks after the prior month-end
- Angry that their financial statements often contain errors that no one identified and corrected
- Embarrassed that they and their management team do not know how to use their internal financial statements and metrics to help them manage the business
- Anxious to improve their banking and lender relationships
- Concerned that their accounting staff is not competent but do not know questions to ask
- Hoping that they can accumulate more cash in the company
- Contemplating the sale of their company in the near future and want to maximize its value

Maybe you are still not sure about the wide scope of benefits that Parrish Business Services can provide you. Here are some examples of valuable contributions that Parrish Business Services provides to clients.

[Some areas where business improvements are typically provided:](#)

- Improved cash flow
- Budget models and cash forecasts needed to better manage cash today and for the future
- Improved financial reporting packages specifically designed for different users:
  - a) Internal management purposes

- b) the bank or other third-party financing sources
- c) company directors (sometimes also for investor groups)
- Improved processes for month-end closing of books and for reporting financial results on a timely basis
- Profitability analyses by product line
- Better compliance with bank loan covenants or a new banking relationship altogether
- Improved relationships with other service providers like insurance agents or CPAs or ...
- Key company decision makers taught how to read and *really* understand their financial statements and the story they contain.
- Accounting staff performance evaluated and followed by additional training or replacement as needed
- Guidance and input relating to strategic planning
- Better internal controls and business processes designed and installed
- Balance sheet analyses undertaken to identify inefficient assets that could free up cash
- Ratio analyses against industry standards or company history completed

Clearly a CFO is responsible for many aspects of a thriving company and has mastered a complex set of responsibilities. Which is why every company needs access to the skill set of an experienced CFO regardless of company size. **Parrish Business Services** provides this skill set on an as-needed basis or for a specific project.

Contact me for a complimentary and confidential consultation about how my **Operational CFO Services** can benefit you and your company. You might be surprised at all the business improvements that result. **Call:** [303-550-6548](tel:303-550-6548) or **email:** [SteveParrish@sparrishllc.com](mailto:SteveParrish@sparrishllc.com).

#### **About Steve:**

Steve is a trusted business advisor who works closely with clients to understand their business in order to **increase** their **cash, sales, profitability** and **overall company value**.

- ✓ 35+ year career (including CFO and VP Sales & Marketing)
- ✓ No minimum service commitment – services only as needed
- ✓ Values: Integrity, Commitment, Objectivity
- ✓ Board of Director experience
- ✓ Parrish Business Services formed in 2006
- ✓ Experienced across virtually all industries

#### **Client Characteristics:**

- Privately held, small to medium size businesses
- Revenues – typically between \$3 million and \$30 million
- Still growing the business or maybe approaching an “Exit”

