

## Our Solutions

Most businesses are struggling to be more profitable and many business owners are stressed trying to balance cash flow, profitability, and growth.

My clients see an increase in revenue and profit due to my proven framework that establishes disciplined and effective processes. Better financial results and efficient workflow allow them to focus on their real strengths and get back to enjoying running their business.

### Fractional CFO Services

We provide part-time, virtual CFO, and business advisory services on a retained basis.

This is ideal for small and mid-sized companies by using an experienced CFO to complement their accounting team.

We have a proven framework for achieving best practices as your business changes and grows.

### Transitional CFO And Special Projects

We provide corporate turnaround expertise, profit improvement programs, modeling and forecasting, strategic planning, value mapping, accountability coaching and more.

This is ideal for companies looking to take meaningful steps to turn their company around. We have had positive results in distressed situations and restructured bankruptcy situations.

Jon Verbeck was recognized saving a company as Turnaround of the Year by the Turnaround Management Association.

### Performance and Process Improvement Projects

We have done one off projects for hundreds of companies and have extensive experience in:

- Forecasting and Budgeting
- Strategy Mapping
- Financial Modeling and Analysis
- Cash Flow Analysis
- Business Process Reviews and Improvement
- On-Site Financial Training Workshops
- KPI Development and Implementation
- Due Diligence / Collateral Audits
- Business Process Improvement
- Executive Dashboards
- Reporting Packages
- Expense Review; Cost Control
- Compensation Packages Development
- Training of Accounting Personnel
- Accounting Policies Review

### How I Work

We review your financial statements and financial situation together and develop a 180-day plan using my basic framework.

We establish a monthly fee—generally ranging from \$6,000 to \$7,500 per month.

We work with you and your team to make your financial close process efficient and accurate.

We implement the 13-Week Cash Flow Process.

We establish key performance business and profitability drivers.

We work with you and your team weekly to achieve the established milestones and profit results

My clients see an increase in productivity, revenue, and profit!



*Jon Verbeck*



**Jon Verbeck**  
Managing Director

Verbeck Associates, LLC  
Cazenovia, New York

(315) 243-3074 direct

[jonv@verbeckassociates.com](mailto:jonv@verbeckassociates.com)  
[www.verbeckassociates.com](http://www.verbeckassociates.com)