

GROW YOUR BUSINESS PROFITABLY WITH

Management reporting and business planning

In this brochure are the management reporting and business planning (*aka advisory*) services available to you.

Review the bundled options and pick the one that will help you achieve your goals.

All of my bundled service options include:

A full access pass to my course library giving you the ability to learn everything you need to manage your business's finances.

Unlimited phone and email support so you can ask me any question at any time without additional charge.

Free profit diagnostics to help you isolate the profits hiding in your business and supercharge your cash flows.

An annual cash reserve consultation to calculate how much you need in reserves, for what purposes, and how to build it.

Check out the following pages for more information on each individual service as well as additional services available to you.



To achieve your goals

Full Service

This is the best option for operators who want to streamline their cash flows and want pin-point accurate financial data to make the best decisions possible for their business.

It comes with unlimited report analysis, unlimited meetups with me, and the most robust forecasts available.

You and your team will gain back hours of work each week when I refine your cash collection and payable functions, integrate these workflows with your accounting system, and do a financial close of your records each month.

This is a full management package. Think of me as your outsourced CFO.



Multi-Season

The multi-season option is best for operators who deliver services throughout the year. It is my most popular option because owners look forward to the monthly report analysis and our monthly meetings to discuss whatever is on your mind (*strategy, profitability, cash flows, and more*).

This service comes with scenario planning and forecasting so you can easily grow your business and stay one step ahead of any financial problems. I will grant you access to my dashboard software so you can monitor your finances and play-out unlimited scenarios and forecasts on your own at any time.

With increased touch-points and robust forecasting tools, this powerful service combo keeps your finances on-track and holds you accountable for the completion of your goals.

Single-Season

The single season option is best for operators who run only a single season each year. You benefit from necessary business planning and goal setting services during the off season and receive in-depth management reports during the months you actively run trips.

With planning, benchmarking, and reporting you get to set business goals and see plan-versus-actual financial data that will help you make smart business decisions.

You will receive valuable reports to help you manage your business and professional insights to help you understand your numbers and achieve your goals.

In essence, you get a condensed version of my advisory services at an equally condensed rate.

Saving you both time and money.

SERVICE OPTIONS

To improve you net profit

	Full Service	Multi-Season	Single-Season
Full access pass to my course library	✓	✓	✓
Unlimited phone & email support	✓	✓	✓
Profit diagnostics	✓	✓	✓
Business planning & benchmarking	✓	✓	✓
Cash reserve consultation	✓	✓	✓
Management reports & analysis	Unlimited	12/yr	4/yr
Meet-ups to discuss strategy, profitability, cash flow, & more	Unlimited	12/yr	4/yr
Financial dashboard & metrics	✓	✓	X
Cash flow & profit forecasting	✓	✓	X
Scenario planning	✓	✓	X
Accounting system health checks	✓	X	X
Accounting system workflow design (up to 2)	✓	X	X
Accounting system integration (up to 2)	✓	X	X
Month-end journal entries (up to 5)	✓	X	X
Month-end reconciliations (up to 5)	✓	X	X
Month-end financial reports	✓	X	X
Financial system training hours	8/mon	X	X



Zeb has been an enormous help in managing my business.



In just one season, Zeb helped me generate an additional \$131,274 in net profits.



Zeb has helped us gain a complete grasp of our financial picture.



STEP-UP PURCHASES

To get you to where you want to go

*Do you want more of a particular service? Does something in a different offer interest you?
Not a worry. Any of these services can be purchased in greater volume or across offers.*

Add'l cash reserve consultations

Cash is a fickle asset and business does not always go as planned. This is why it is important to evaluate and adjust your cash reserves frequently throughout the year.

Purchase any number of cash reserve consultations to keep cash reserves healthy and appropriate for your ever changing business.

Add'l report analysis

This is for the single-season businesses who want more than four reports analysis in a year.

Buy additional report analysis to match the number of month you operate. This way you don't miss something important during your season.

Add'l workflow designs

Are you or your team spending way too much time on administrative tasks? Would your time be better spent elsewhere?
Re-design workflows to earn back days per week.

Add'l integration designs

Technology is advancing quickly and so are the ways we do things. If you're not integrating your systems, chances are you are missing out on key data and wasting lots of time and money. Save loads of data-entry time, step-up your reporting capabilities, and make better decisions with integrated tech.

Add'l month-end entries

Save time and add confidence to your records by having me do your advanced journal entries. These often include debt interest, accruals, prepayments, depreciation, and much more.

Add'l month-end reconciliations

Bank reconciliations are the first step in identifying errors and unusual items within your finances. Let me do this for you and avoid the headache of missing these errors.



VALUE ADD PURCHASES

To get the most out of your investments

These services help you get the most 'bang for your buck.' Not just with me but all your business purchases.

Annual forecast (service + software)

Are you a single-season operator who wants to buy a single full-year forecast? Would you like to play out a few scenarios and see how they will impact your profits and cash flows?

Purchase this service and gain access to my software so you can play out scenarios and additional forecasts on your own at anytime.

Annual expense review

High sales costs and operating expenses kill profits.

This in-depth exercise will help you find savings without sacrificing your quality of service, help you prioritize your spending, and drastically improve your profits.

Monthly data entry review (reports + recons)

Do you do your bookkeeping in-house? Would knowing things are done correctly bring additional peace-of-mind?

If so, consider purchasing this service where I review your financial data, bank reconciliations, and provide you with not only a list of found errors but suggestions on how-to fix them.

This is great for the price-conscious business owner!

Monthly financial reports

Let me build and send you customized monthly financial reports as well as a summary of your financial activity.

Chart of account optimization

Management reports are only as good as the data that supports them. One way to 'clean-up' your records and get the best use of your management reports is to optimize your chart of account presentation. In this service, I will restructure your chart of accounts to present useful information that will help you better understand your sales costs, operating costs, profit margins, owner pay, cash flows, and so much more.

QBO services

QuickBooks Online is an incredibly powerful accounting software and my chosen tool for all accounting functions. Let me bring your records into the cloud for you.

TRAINING SERVICES

To teach you the how-tos

These services will help you better understand your business finances.

Financial report training series

One-on-one training on how to read & interpret your reports and how-to use the information to make the best possible decisions for your business.

Monthly training blocks

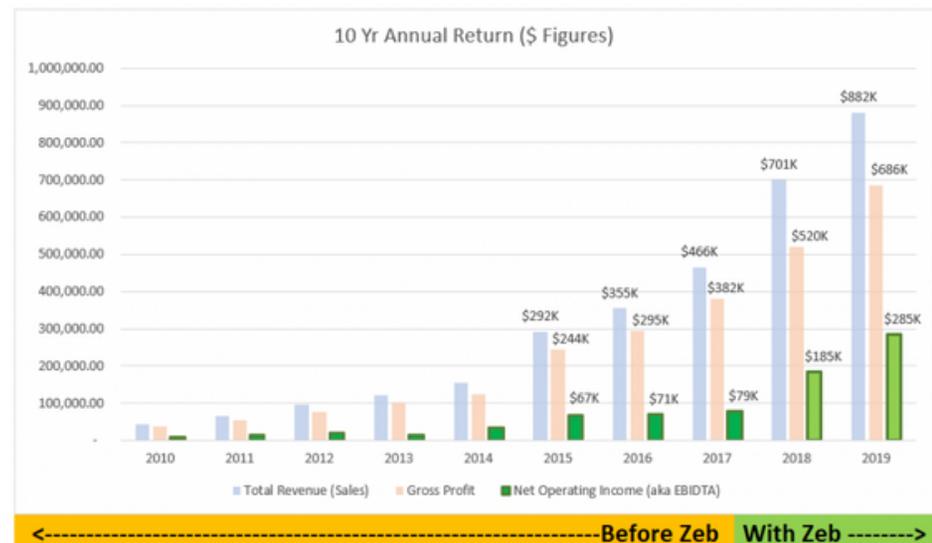
Sometimes we need a little extra help. Reserve any amount of monthly training hours to match your anticipated needs and budget.

Curious how my services can help you?

Let's discuss your situation over a *Free Profit Diagnostic*.

This is the same service I do for my clients to find the profits hiding within their business.

Simply send me a message at ascentunlimited.com/connect to get started.



Read this case study on how I helped one outfitter improve net profits by over \$200k each year.