



Client Accounting & Advisory Services

Fractional Roles & Responsibilities



BARNES DENNIG

Accounting • Tax • Business Insight

Do you ever find yourself asking...

How has my business gone from start-up to growth seemingly overnight?

Where can I find accounting or financial expertise without the complexity of a full-time hire?

How am I supposed to find that ever-elusive new staff in the current labor market?

The **Client Accounting & Advisory Services (CAAS)** model provides fractional (part-time), or outsourced, staffing resources within the accounting and finance sector, deploying dedicated professionals whose expertise mirrors that of full-time industry resources.

We first work with your organization's leadership to assess needs and identify how much time must be allotted to manage your finance and accounting needs and engage in strategic planning. From there, we'll tailor a resource plan to meet the specific requirements and goals and the associated costs to be incurred.

On the subsequent pages, you will discover a concise summary of the fractional model along with the duties assigned to team members based on their seniority. While some organizations may require assistance at just one level, others might need support across a leveraged model of two or more levels. Our CAAS resources are flexible, in that we are open to adjusting resource levels throughout a partnership to provide you with appropriate level of service talent.

Future Focused Strategy & Financial Oversight

CFO

VP of Accounting

Financial Supervision

Controller

Accounting Manager

Transactional Accounting

Senior Accountant

Staff Accountant

Future Focused Strategy & Financial Oversight

At the most strategic level, our senior financial advisors will fully integrate with your company leadership to offer real-time insights and deep industry knowledge. These leaders work to learn your business inside-and-out, and offer a plethora of real-world experience in growing organizations in alignment with your vision and goals.

Chief Financial Officer (CFO)

The CFO supports and leads organizations through times of transformation or instability, providing high-value financial strategy and insight beyond regulatory compliance. Fractional CFOs broaden your organization's accounting and financial expertise through a comprehensive suite of operational accounting and financial support across a variety of industries.

Responsibilities:

- Full ownership of and execution in all aspects of financial planning, reporting, accounting controls, and administration.
- Work with client to set financial policy and drive strategy.
- Drive capital planning, risk management, ratio & KPI analysis, and board of director interactions.
- Manage cash flow and forecasting, directing financial accounting.
- Offer guidance for decision-making to executive leadership and heads of operational departments.
- Formulate and manage policies, procedures, and objectives to ensure efficient and professional finance program.
- Guide and develop staff (internal/external) in individual growth, critical thinking, and communication.
- Demonstrates ability to develop external business network and become service and industry thought leader.
- Be an industry professional and attend industry-leading events and trainings.

Vice President of Accounting

The VP directs all aspects of the client's accounting operations, including billing, accounts receivable (A/R), accounts payable (A/P), general ledger (G/L), cost accounting, revenue recognition, taxes, financial statement preparation, preparing and analyzing annual budgets, increasing reporting efficiencies, and establishing financial policies.

Responsibilities:

- Assume comprehensive responsibility for the financial operations, embodying leadership and expertise across financial reporting, accounting controls, and administration, ensuring proficient execution in these areas.
- Formulate and manage policies, procedures, and objectives to ensure an efficient and professional accounting program.
- Establish general accounting and reporting systems in compliance with client systems.
- Lead preparation of periodic budget reports, conduct financial statement reviews each period end, analyze results, and report variations.
- Recommend improvements to accounting, operations, internal controls, and compliance policies and procedures.
- Implement tailored training programs and workshops to enhance the in-house team's financial literacy, focusing on areas such as budget management, financial reporting, and compliance procedures.
- Supply decision-making assistance to team leaders and departmental managers.



Financial Supervision

These financial managers will work to elevate your leadership team above the daily financial minutiae. Equipped with the skills to lead a team, industry expertise to identify strategic competitive advantages, and the bandwidth to handle complex financial decision-making, these professionals will help you focus on growing your organization.

Controller

The Controller oversees all aspects of accounting operations, including planning and direction, billing, accounts receivable (A/R), accounts payable (A/P), general ledger (G/L), cost accounting, revenue recognition, taxes, financial statement preparations, analyzing annual budgets, increasing reporting efficiencies, and establishing financial policies.

Responsibilities:

- Institute and run an effective financial managerial reporting process.
- Manage all accounting operations including billing, A/R, A/P, GL, cost accounting, inventory accounting and revenue recognition.
- Recommend improvements to accounting, operations, internal controls, and compliance policies and procedures, supporting client strategy and best practices.
- Facilitate specialized training sessions and provide hands-on guidance for the accounting staff, concentrating on the mastery of transactional accounting, precise documentation, and streamlined financial processes.
- Act as a business partner to other functional areas within client organization.
- All additional Accounting Manager responsibilities at a higher technical skill level.

Accounting Manager

The Accounting Manager oversees daily financial and accounting functions, including managing staff, budgeting, bookkeeping, accounts payable and receivable, payroll, end-of-month close, and audit preparation. They also prepare and review financial documents, reports, and statements and develop accounting principles, practices, and procedures.

Responsibilities:

- Prepare and/or review monthly, quarterly, and annual financial statements and reports, offering insights and analysis
- Concentrate on refining staff expertise in handling daily financial transactions, including accounts payable and receivable, to ensure accuracy and efficiency.
- Monitor cash position and anticipation of future cash needs.
- Analyze trends, costs, revenues, financial commitments, and obligations incurred to forecast future revenues and expenses.
- Provide month-end variance reporting and streamline forecast/budget models.
- Ensure all financial transactions are accurately recorded and reconciled in the client's accounting system, maintaining integrity in financial reporting.
- Standardize and maintain a system of accounting records and techniques.

The right way round

There are any number of reasons why you might find yourself in need of support on your accounting and finance team such as optimizing internal resources or increasing the breadth and depth of your financial business intelligence. Or maybe you want to avoid the risk of full-time hiring and the pain of lengthy searches, hiring processes, and onboarding.

Finding the talent you need doesn't have to be an ordeal. In fact, at Barnes Dennig, we make it easy. Our CAAS team delivers the right resource at the right time for the right amount of time.

Transactional Accounting

These financial professionals assist the accounting managers, controllers, and senior financial leadership in executing the day-to-day financial and accounting functions of your organization. Together, they round out your fractional team, and ensure that you have everything you need to grow.

Senior Accountant

The Senior Accountant reviews the trend analysis of financial documents, reports, and statements, helping to set and refine policies and procedures, with a focus on accuracy and efficiency. They handle invoices, manage daily accounting tasks, including preparing tax documents and updating expense files.

Responsibilities:

- Address the client's accounts payable process, ensuring timely entry of vendor invoices and payments to suppliers.
- Handle accounts receivable invoicing, collections, and ensure prompt payment from customers to enhance liquidity.
- Prepare various monthly analysis and account reconciliations.
- Perform regular bank reconciliations to verify transactions match records in the accounting system. Identify and resolve discrepancies.
- Maintain meticulous financial records to support all transactional activities and facilitate easy retrieval for reporting and auditing.
- Maintain financial security by following internal controls and company policies.
- All additional Staff Accountant responsibilities at a higher technical skill level.

Staff Accountant

The Staff Accountant prepares and reviews financial documents, reports, and statements, performs financial transactions and posts them in the general ledger, and handles invoices, manages daily accounting tasks, including preparing tax documents and updating expense files.

Responsibilities:

- Post transactions and categorize records in the general ledger.
- Reconcile the cash accounts to bank statements monthly.
- Prepare balance sheet account reconciliations as assigned.
- Conduct & support month-end and year-end close process and procedures.
- Maintain and update accounting records and files.
- Prepare documents for audit and tax requirements.

A relationship that works

Together, we will identify the specific financial service and talent voids within your organization and assist in bridging these gaps for as long as necessary. Our services include offering a fractional CAAS Accounting Manager, Controller, Vice President of Finance or Accounting, CFO, or any other required role to meet your needs.

Working with the CAAS team often looks like this:

- Discovery period that uncovers the tasks, responsibilities, and talent that will best serve your organization.
- A custom-built plan to deliver your needs and achieve your organizational goals.
- A right-sized relationship with a value-added, fractional team member.
- A newfound confidence that your advisory and accounting needs are being fully met.

Barnes Dennig professionals are a special breed, supported by a culture that's based on seeing beyond the numbers. They're responsive and strategic. They get results. And they stay, adding strength to our team (and yours) over time. You don't have to take our word for it. Our clients and peers aren't shy about praising us for the job we do.