



The
Numberwise
Way

Our Brief Guide
to Working Together

Are you trying to grow something bigger than yourself?

There are many reasons for starting a business. You might excel at a technical skill, have a passion you can monetize, or you may have spotted a gap in a market you know you can exploit. Whatever the spark for your startup, growing beyond your own solitary efforts is a different challenge altogether.

And maybe things haven't been right lately. Maybe you need more help with taking your business to the next level. Ask yourself...

IS THIS YOU?

- I **don't have enough time** for the business because I'm too busy doing back office stuff - paperwork, paying bills, etc.
- I've got no insight into how my business is doing, so I'm **making decisions based on what's in the bank account** and not on accurate bookkeeping numbers.
- My business has growing pains: things were fine when it was a few employees, but now it's growing fast and creating challenges - I'm **unsure what to do next**.
- I've **got tax questions**: what's deductible, what's not, what to pay and when?
- My accountant is getting **ready to retire** and I need to find one who understands me and my business.
- My bookkeeper and **accountant aren't communicating**, and my accounting is suffering. It would be great if I could get it all done in one place.
- My accountant isn't using the latest technology and **mails paper to me instead** of electronically in real-time. It would be great to have everything in the cloud.
- I want my accountant to **give me advice**, but I don't even have my books done.

Good news! Here's what things can look like

Picture it: You're focused on running your business and your accountant is doing the books, paying the bills, filing tax returns and engaging you in active tax planning. They're getting in front of your issues, partnering with you to plan ahead and make decisions from a position of good information.

You have **more time** to focus on the big-picture ideas and how to put your numbers to work for you, instead of getting bogged down with the day-to-day financial chores. And, you have **even more time** for the things that matter to you most: your family, your friends, and life beyond the business.

**SOUND GOOD? GREAT!
NUMBERWISE CAN GET YOU THERE.**

By helping you gain a better understanding of your numbers, and their impact on the short and long-term success of your business, we'll evolve your thinking and unlock your potential.

We're of the opinion that if a business owner can't draw meaningful insights from timely financial data, then everyone is simply wasting time. We don't like wasting time. We want you to make the most of it by making informed and effective decisions based on up-to-date and accurate financial information.



How we help

WE'RE A SMALL TEAM WITH BIG IDEAS.

We see it as our responsibility to demystify your numbers, and translate the complex nature of tax into a language you can understand. You'll receive guidance around the actions that can save you money and deliver growth. And the unrelenting chaos of the day-to-day will lift as meaningful reports offer you the opportunity to make game-changing decisions.

At the end of the day, it's our mission to deliver both tangible and intangible benefits to you.

HERE'S WHAT YOU'LL GET:



Numbers that make perfect sense. We do the heavy lifting when it comes to your financials, so you don't have to. You'll be presented with clear, easy-to-understand, actionable data.

For instance, with our **Key Performance Indicator report**, you'll be able to review the metrics and goals we set together, monitoring your progress and responding to the data. And this inevitably delivers peace of mind, clarity, and numbers that tell a story about your business performance.



Taxes done right. We untangle your taxes, helping you plan efficiently, minimize your liabilities, and alleviate stress. We're also here to answer your questions and make sure you're taking full advantage of all allowable deductions.



More of your precious time back. We produce time-saving, fully-customized business dashboards to give you an at-a-glance view of your vital financial information. We also take care of your bookkeeping, pay your bills, and handle other financial stuff so you have more time to focus on your family and your business.



The best part about working with Numberwise is that we can stay on top of our cash flow without having to add any full-time accounting staff. That is vital for a growing company like ours.

MARK WOLFE, Co-founder & CEO of RR Kidz

A BRIDGE BETWEEN

We often encounter business owners who are considering hiring a full-time (or even part-time) employee to handle the accounting, because they're either sick of doing it themselves, or they need to replace a departing bookkeeper. This causes issues because they don't know who they should hire, how to train them, or how to supervise them.

It doesn't make sense hiring an 'entry-level' accountant. They just haven't mastered the skills you require to effectively manage your accounts, but often an entry-level salary is all the business can afford. And even though you need a controller, your budget might not stretch that far.

In short, you need someone to take control, and that's precisely what we do. We can act as the bridge between the DIY approach, and the fully staffed internal accounting department. With Numberwise, you'll receive insightful bookkeeping with controller-level oversight, all at an affordable and scalable cost.

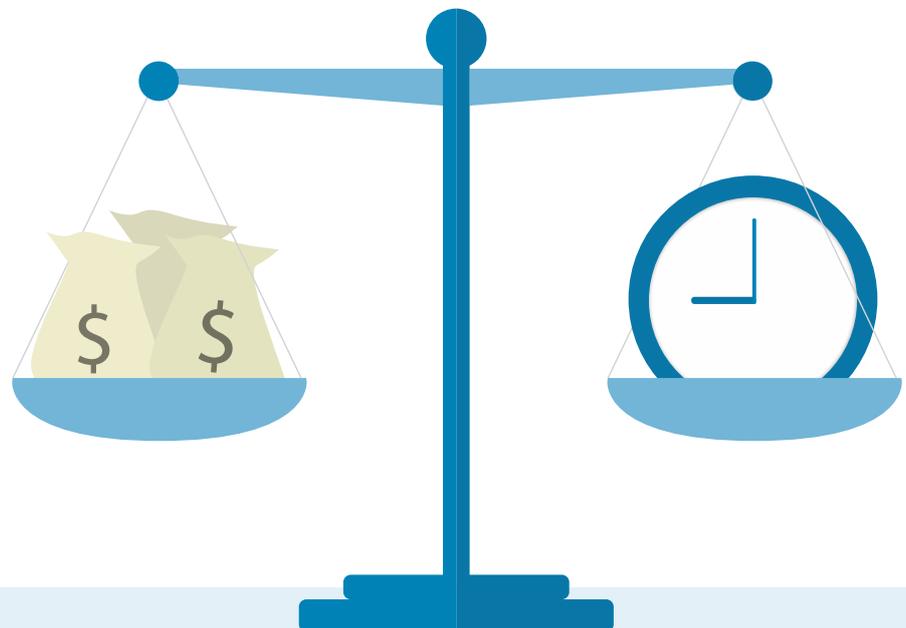
Our services, in a nutshell:

TAX PLANNING

Tax planning the Numberwise Way looks like this: We get together throughout the year to make plans for your tax liabilities, and we'll discuss in detail what we need to collect from you, and the various ways we can lower your tax bill.

The benefits of this regular and proactive approach include:

- **Peace of mind** - You'll never be surprised by a tax bill or amount due again. Plan ahead for any major payments, and never be penalized for failure to make them.
- **Tax savings opportunities** - Your tax return is prepared after the year is over - by which time, it's far too late to do much of anything to reduce your taxes. You need to be active during the year, which is why we always review your numbers before the end of the year to make sure we aren't missing anything.
- **Year-round advice** - We're always a click or phone call away. We'll advise on what's deductible for your industry; how an equipment purchase will affect your taxes; or how to handle a major increase in revenue or unexpected expense with regards to tax payments.



BOOKKEEPING

When most people think about bookkeeping, they think of it as simply putting expenses into the correct category and reconciling bank accounts. Sure, that's part of it, but if that's where your bookkeeping ends, **you're missing the best part.**

The true purpose of bookkeeping is to generate financial reports that offer insight into the performance of your business. If you're using the default reports available with most accounting systems, you might be wondering what all the fuss is about. Most of them contain far too many numbers and aren't customized for your business.

But at Numberwise, we take that extra step to provide you with custom reports, containing meaningful and up-to-date numbers, designed to help you make effective and timely decisions about your business.

BUSINESS ADVICE

We're always on hand to offer advice about your business. And two areas we believe are of significant importance are cash flow forecasting, and pinpointing your company's key numbers.

- **Cash flow forecasting** - You might be making a killing, but where is all your money going? It's a mystery that plagues many businesses, and it's one we can help you solve.

What's more, we can help you forecast your cash flow to keep you from running into funding problems further down the line.

Do you know how much a 5% increase in sales would help your cash account? Or how soon you can pay off those credit cards? Can you afford to buy that new piece of equipment? And do you know how much you're losing from late customer payments? Our cash flow advice can answer all of those questions, and many more.

- **Identifying key numbers** - The margins between success and failure have never been finer. Your long-term future can be determined by the performance of only 2 or 3 key numbers. And we can help you identify them, monitor them, and find ways to improve them.

OH, AND WE'RE UPFRONT ABOUT PRICING!

Our services are priced upfront and agreed upon before we begin any work. This is to make sure there are absolutely no surprises and we start our relationship off on the right foot. We wouldn't have it any other way.



Our use of tech and all its wonderful apps

Traditional accountants move a lot of paper back and forth with you, but there's often no discussion or collaboration with you about your numbers. We like to do things a little differently. By leveraging technology we can quickly share real-time info, communicate with you, and deliver reports in ways you can understand.

And if you're a little technophobic, don't worry! We explain what your numbers are telling you and what to do with that information.

The logo for Bill.com is displayed inside a blue location pin icon. The word "Bill" is in orange and ".com" is in grey.

Bill.com

The logo for Gusto is displayed inside a blue location pin icon. It features a red "G" in a circle followed by the word "GUSTO" in red.

G GUSTO

The logo for Xero is displayed inside a blue location pin icon. The word "xero" is written in a blue, lowercase, sans-serif font.

xero

The logo for Receipt Bank is displayed inside a blue location pin icon. It features a red house icon above the words "receipt" and "bank" in red.

receipt
bank

So, who is Numberwise?

OUR PHILOSOPHY & VALUES

Some firms like to hang their hats on grandiose mission statements. They're so impossibly unrealistic that we're confident we'll still be here, long after they've given up on their dream of being the first eco-friendly, solar-powered tax advisors on Mars.

Our feet are firmly on the ground when we say that we believe greater financial intelligence leads to better business owners. It's our mission to help facilitate that. We value enthusiasm, integrity, ingenuity, and - above all else - the entrepreneurial spirit. If you share those values, we'll get along just fine.



OUR TEAM



Andy Smith

The Founder

Andy has been a CPA since 2004 (pretty impressive, huh?). He leads the strategic vision of the company, signs all those fun tax returns, and tries not to get in the way too much. In his spare time, he enjoys rooting for the Angels and Everton (that is an English soccer team).



Stephanie Lorntzen

The Reporter

Stephanie is in charge of all the monthly financial reporting for our clients. She has been a CPA for over a decade, but don't hold that against her. Stephanie loves to travel and has visited 8 different foreign countries.



Steve Turk

The Number Cruncher

Steve has been with Numberwise since 2015 and keeps tabs on our clients bookkeeping, payroll and sales taxes. He is always on the look-out for the latest technology that can help our clients run their business. Steve is an avid reader, retro gamer, and bourbon and cigar aficionado.



Brea Thomas

The Gatekeeper

Brea makes sure Numberwise is running smoothly by managing all of the ins and outs of the office. When you call and get that bright "Hello" - that's Brea. She is a huge animal lover and volunteers for the Guide Dogs of America and a local Horse Rescue.

Are we the right fit for you?

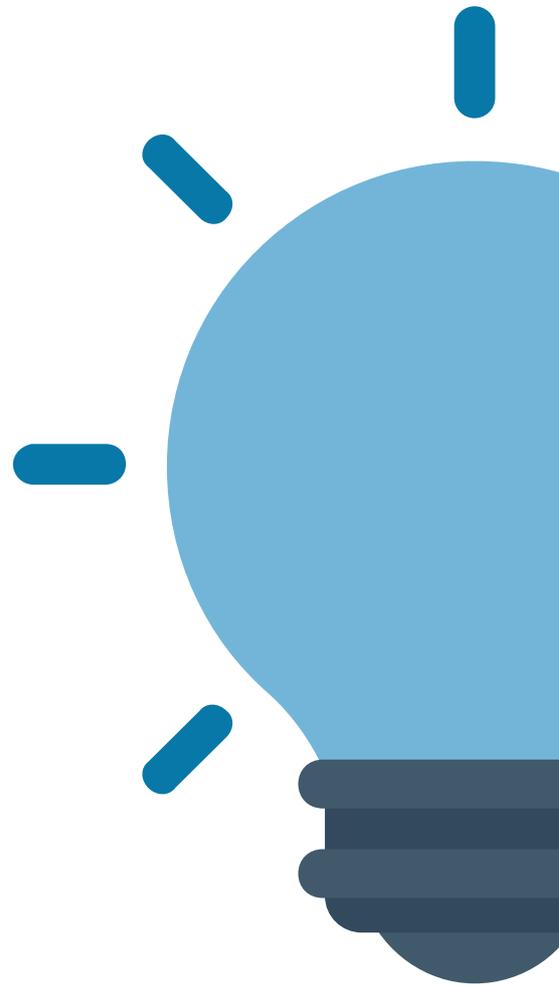
SOMETIMES IT JUST CLICKS

We're at our very best working with small, agile, growing businesses. Those entrepreneurs who understand the benefit of expert advice and cutting edge technology tend to 'get' us.

If you appreciate the difference between working 'on' your business as opposed to 'in' your business, you'll feel at home with our methods and the challenges we set.

We want to hear from you if you're squirmy when your business is standing still; if your ambitions are brilliant and boundless; and if you want more from your accountant than simply paper being pushed and returns filed. Our working relationships thrive on the energy and enthusiasm that so often accompanies a business in pursuit of its next growth milestone.

In short, we **need** to work with driven, passionate entrepreneurs. If you have fire in your belly, we're ready to stoke the flames.



3 Simple Steps to Working with You

Now, if all of the above sounds good to you, wonderful! We can't wait to meet you.

Here's what happens next:

1

We start with a brief 'get to know you' meeting, either in-person or on the phone. It's important that we figure out if we're the right fit for one another.

2

Next, we discuss the objectives for your business and your future goals, as well as any struggles you are currently experiencing. Before we prescribe a solution, we need to diagnose the issues.

3

Finally, it's over to us to produce some suitable service packages that work for you and your business.

These can include our 'beginning business' option, where you handle your own finances, and we're here to answer any questions, with a yearly get together to assess progress. Or you might like our 'accountability partner' option where we provide more hands-on guidance, with frequent updates. Or you could opt for the 'private consultant' option, where we provide full guidance and undertake the tasks to help your business thrive.

It really is that simple.

Let's get started - call us on **(805) 585-3800**
or complete the simple contact form on our [website](#).

