

## BENEFITS OF PROVIDING FRACTIONAL CFO SERVICES

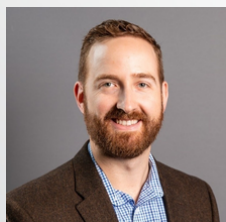
A fractional CFO provides strategic financial services on a part-time or project basis and can help a company overcome specific financial challenges. Fractional CFOs are often sought after to help start-ups who may not be able to pay the salaries that go along with a full-time CFO with years of experience.

Fractional CFOs may also be brought in to help implement systems that will support and scale sustainable growth, or help achieve a specific goal, such as raising capital or preparing for a merger. They can help improve cash flow management, strategize for long-term goals, help make better financial decisions, and provide industry insights and best practices. They provide the experience, tools, and resources a business needs to reach its goals on a part-time commitment and often outsource their services on an hourly basis.

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For businesses in the lower middle market, Fractional CFOs are a great solution to serve business owners and CEOs strategically via 1: Presentation of a clear roadmap to greater profitability/business value and 2. Assurance your business doesn't run out of cash along that journey, all at a fraction of the cost of a full-time CFO.

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MASON BRADY  
**FOUNDER,**  
**BradyCFO**

