



COURSE 200

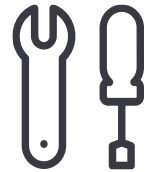
# ProfitCents University

GROWING YOUR ENGAGEMENTS WITH PROFITCENTS

2024

# ProfitCents University 3.0

Building your Client Advisory Services



## Course 100

Solving Challenges Through  
Advisory Services



## Course 200

Growing Your Engagements with  
ProfitCents



## Course 300

Leveraging ProfitCents in Your  
Client Service Plan

# Agenda

- 1 The Presenters**  
Meet your ProfitCents team
- 2 Course 100 Recap**  
CAS and challenges
- 3 Why Advisory?**  
Enhanced relationships
- 4 3 Tier Advisory Application**  
Discover, illuminate and navigate
- 5 Moving Forward**  
Client Service Plan

# Today's Presenters



**Paul Savage**

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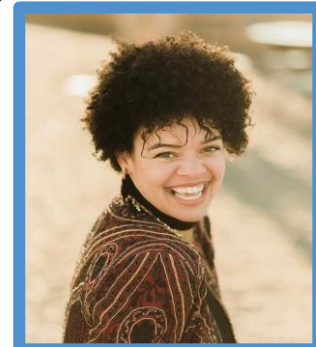
Director of Client Success



**Kristina Vidal**

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Senior Client Success Manager



**Shelbie LeBron**

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Client Success Manager

# Challenges in the Accounting Market

Pain points defined



**Client  
Expectations**

Ever-evolving



**Technology**

Embracing the new



**Compliance**

Constant Change



**Staffing**

Find and develop



**Globalization**

Commerce without  
borders

# Let's talk CAS

## Shifting From Compliance



### Define

Moving from compliance to proactive services to better serve your clients



### Service Offerings

Varied lines of service, prime for growth



### Blending

5 most common services mix type 1 and type 2 services



### Firm of the Future

Providing a valued service over your time

# Implementing CAS

## Critical Components

- Assess client needs
- Define service offerings
- Develop service agreements
- Build your tech stack
- Grow team expertise
- Establish workflows
- Client onboarding
- Deliver value-added services
- Monitor performance/collect feedback
- Maintain compliance



Financial reporting



Business process improvement



FP & A



Fractional CFO Services



# Why is Advisory Important?

3 key solutions



## Financial landscapes

Navigating the complex



## Operational efficiency

Improving processes



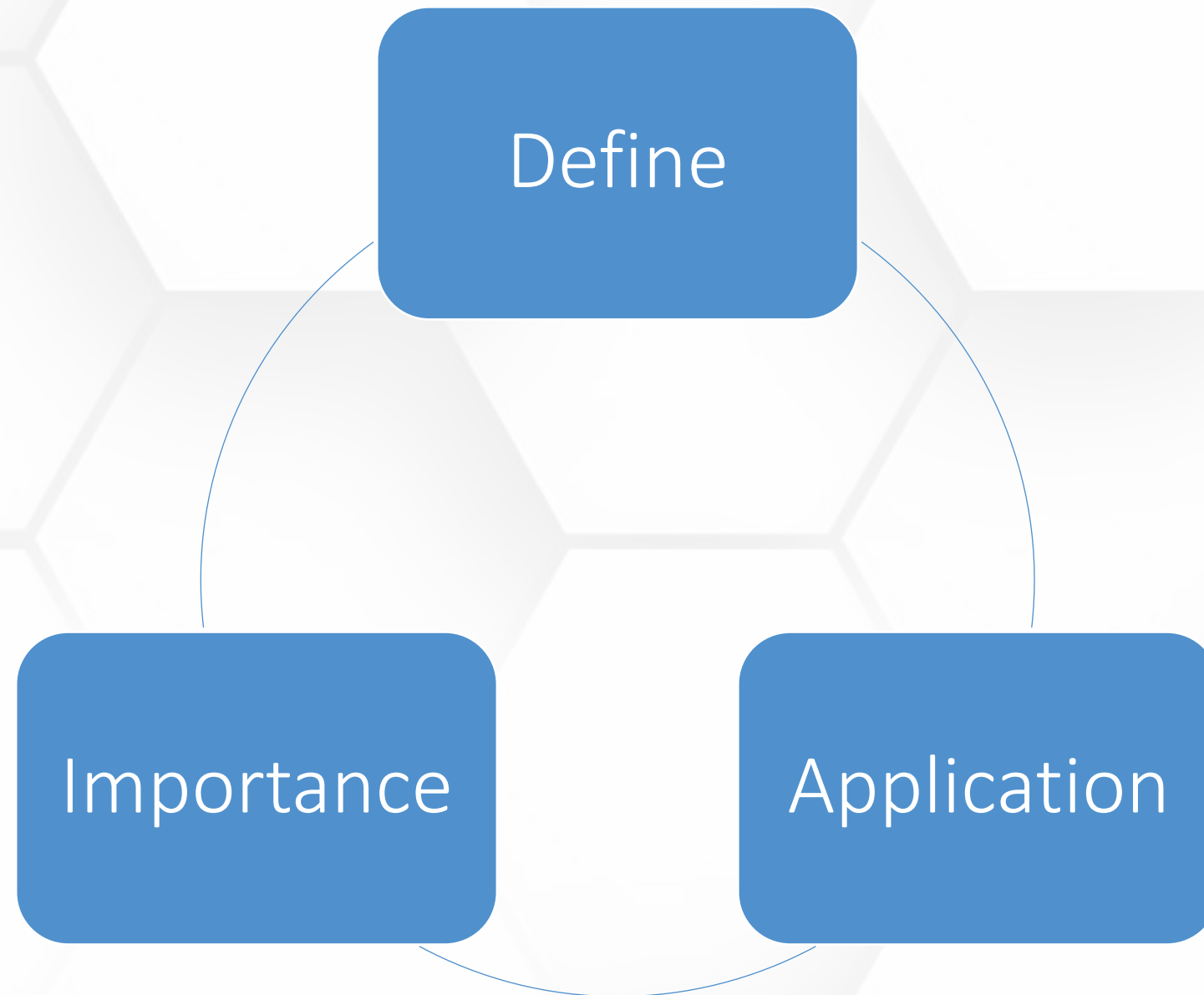
## Strategic objectives

Achieving targets

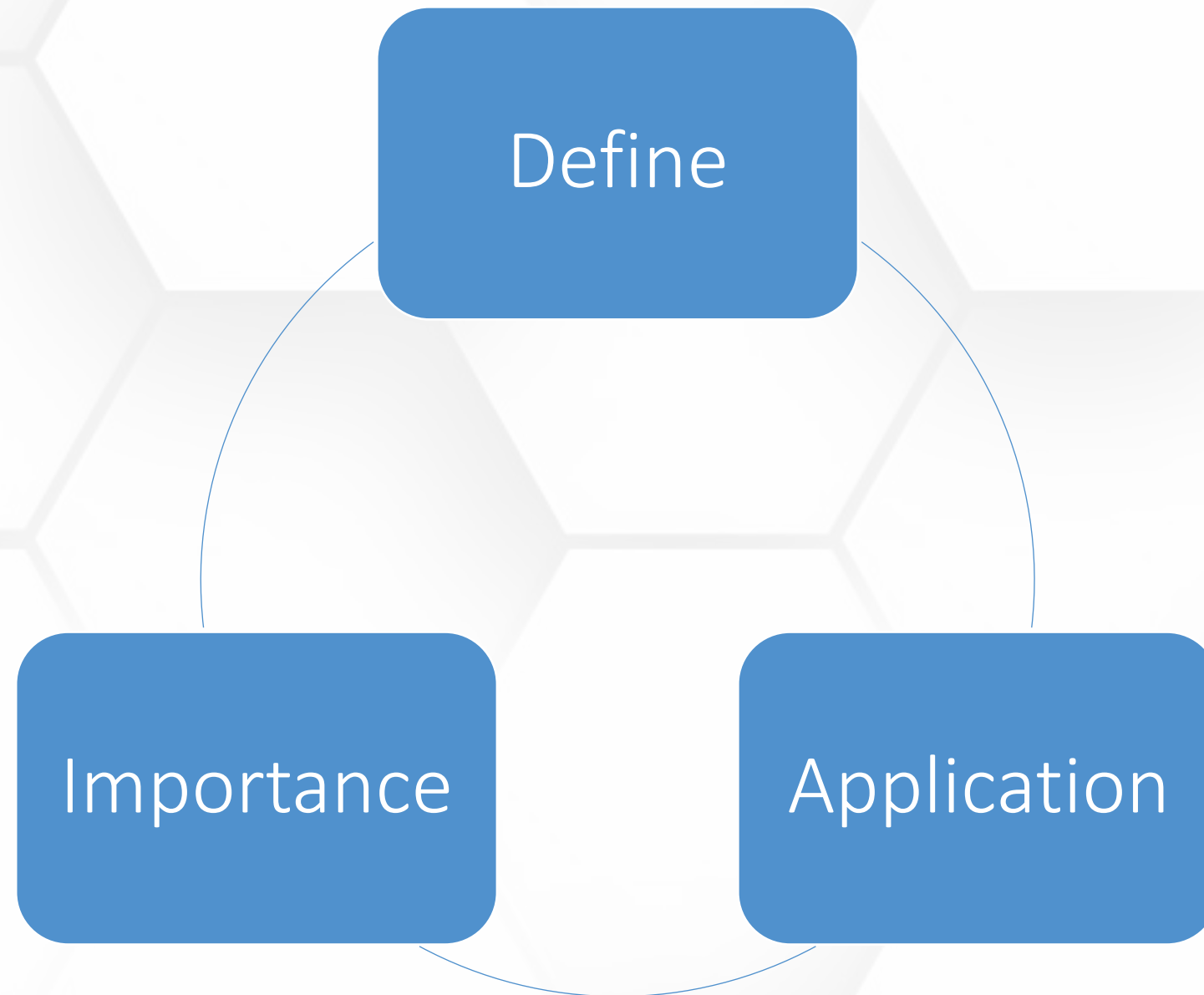
Discover

Illuminate

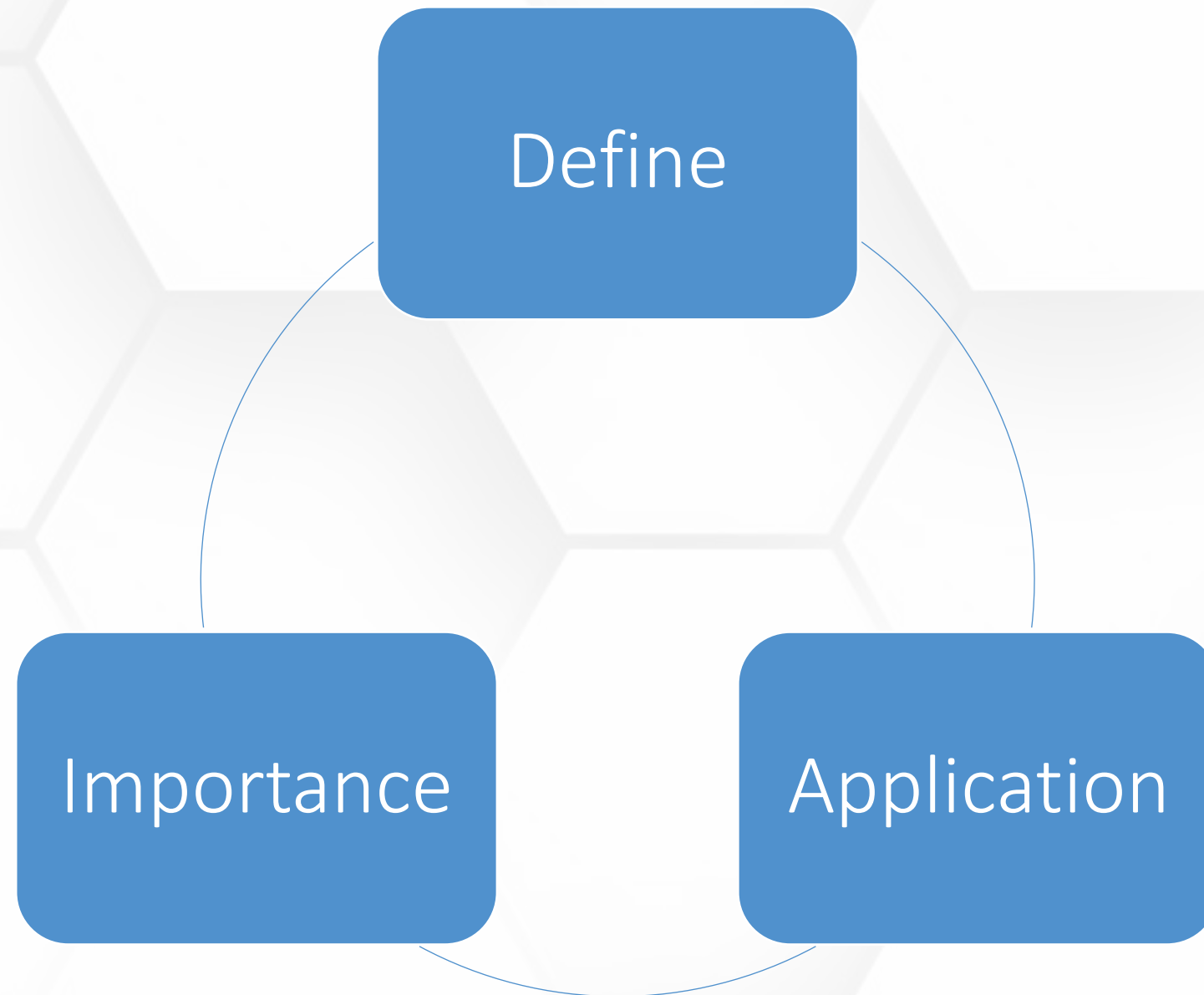
Navigate



***Discover***



***Illuminate***



***Navigate***

# Discover, Illuminate & Navigate

Optimizing business performance



**Discovery**

The past



**Illumination**

The present



**Navigation**

The future

# Discover, Illuminate & Navigate

ProfitCents alignment



**Industry Data**

Discover



**Company  
Comparison**

Discover



**Narrative**

Illuminate



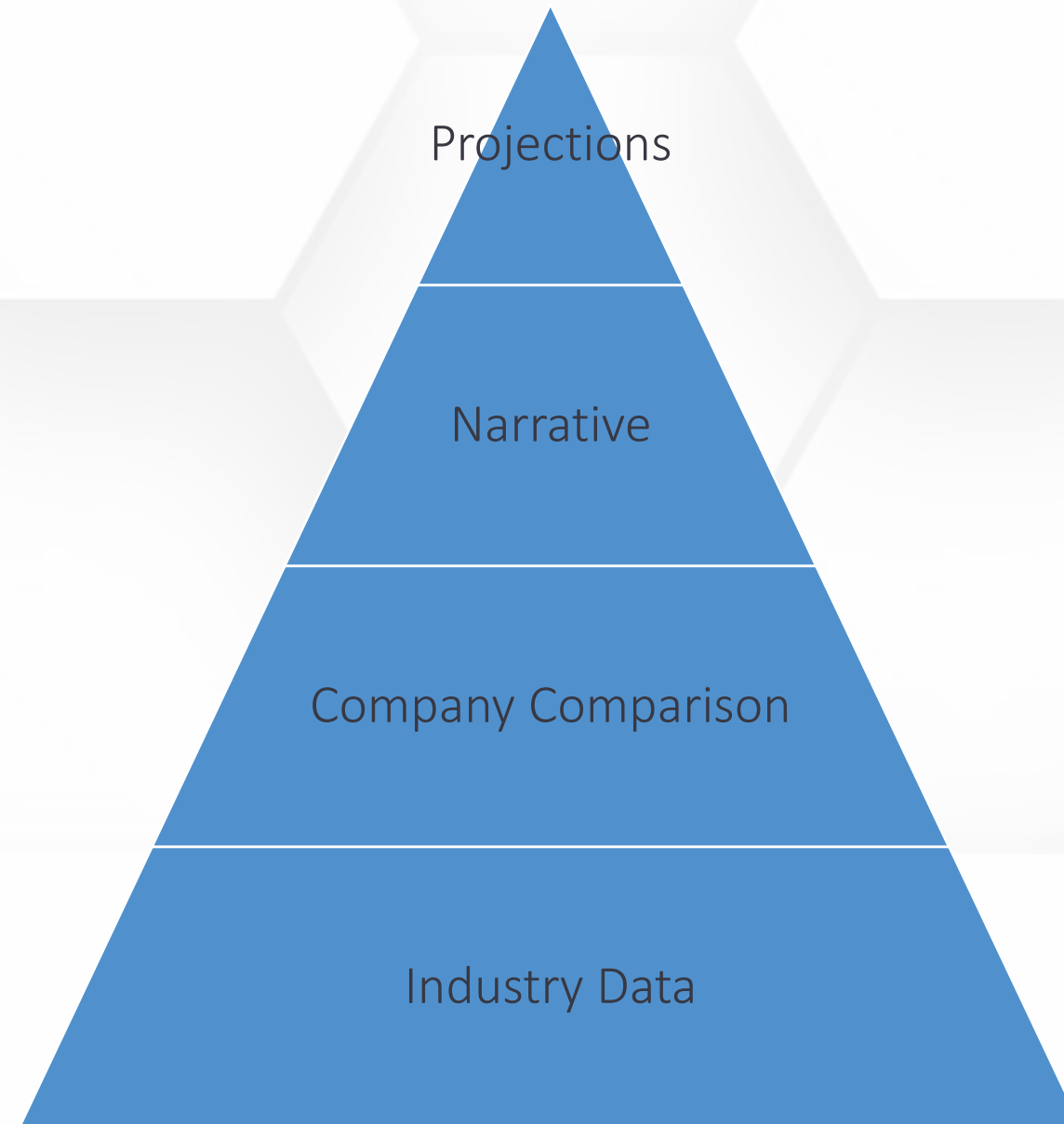
**Projections**

Navigate



**NPO Suite**

Discover and  
illuminate





# Industry Data

## Discover

- +4 million sets of financial statements
- Collaborative data model
- Trends across liquidity, profitability, borrowing, efficiency, and performance
- Ideal for prospects and current clients

INDUSTRY FINANCIAL DATA AND RATIOS					
	Average by Year (Number of Financial Statements)				
Financial Metric	Last 12 Months (414)	2023 (588)	2022 (2,885)	Last 5 Years (22,299)	All Years (85,624)
Current Ratio	4.10	4.00	4.70	4.07	2.86
Quick Ratio	3.33	3.22	3.59	3.00	1.98
Gross Profit Margin	62.60%	62.30%	60.62%	60.78%	59.35%
Net Profit Margin	6.45%	6.07%	5.15%	4.19%	2.56%

# Industry Data

## Discover

- Understand the competitive landscape
- Identify trends
- Discover growth opportunities
- Support strategic decision-making

INDUSTRY DATA COMMON SIZE					
What Is Common Size?	Average by Year (Number of Financial Statements)				
Income Statement	Last 12 Months (414)	2023 (588)	2022 (2,885)	Last 5 Years (22,299)	All Years (85,624)
Sales (Income)	100.00%	100.00%	100.00%	100.00%	100.00%
Cost of Sales (COGS)	37.40%	37.70%	39.38%	39.22%	40.65%
Gross Profit	62.60%	62.30%	60.62%	60.78%	59.35%

# Industry Data w/ Company Comparison

Discover



## SWOT Analysis

Quickly identify strengths and weaknesses



## Service Offerings

Use the identified opportunities to cross-sell additional advisory engagements



## Trends

Further identify industry trends and show variance to client performance



## Value-add Reporting

ETRR

# Industry Data w/ Company Comparison

Discover



## Company vs. Industry

Top and bottom 20% performers



## Fully Customizable

Compare client against actionable data



## Common Size Analysis

Normalize the income statement and balance sheet



## Industry Recommendations

Liquidity, profitability and sales

# ETRR

Value-added reporting



**Efficiency**

Automation



**Process**

Scalable



**Identify**

Enhance client relationships

# Narrative

Illuminate



## 5 pillar analysis

Score financial health



## FIND

Easy to understand analysis



## Multiple benchmarks

Real-time, benchmark and client data



## KPIs

1029 industries



## Customization

Meaningful design

# profitcents®



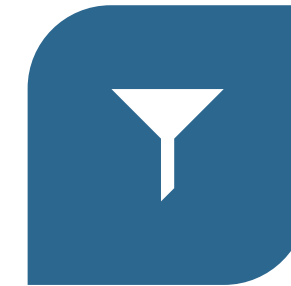
COSMETIC  
FORMATTING



DATA ANALYSIS  
POINTS



TURNOVER  
RATIOS



INDUSTRY DATA  
FILTERS



SECTIONS

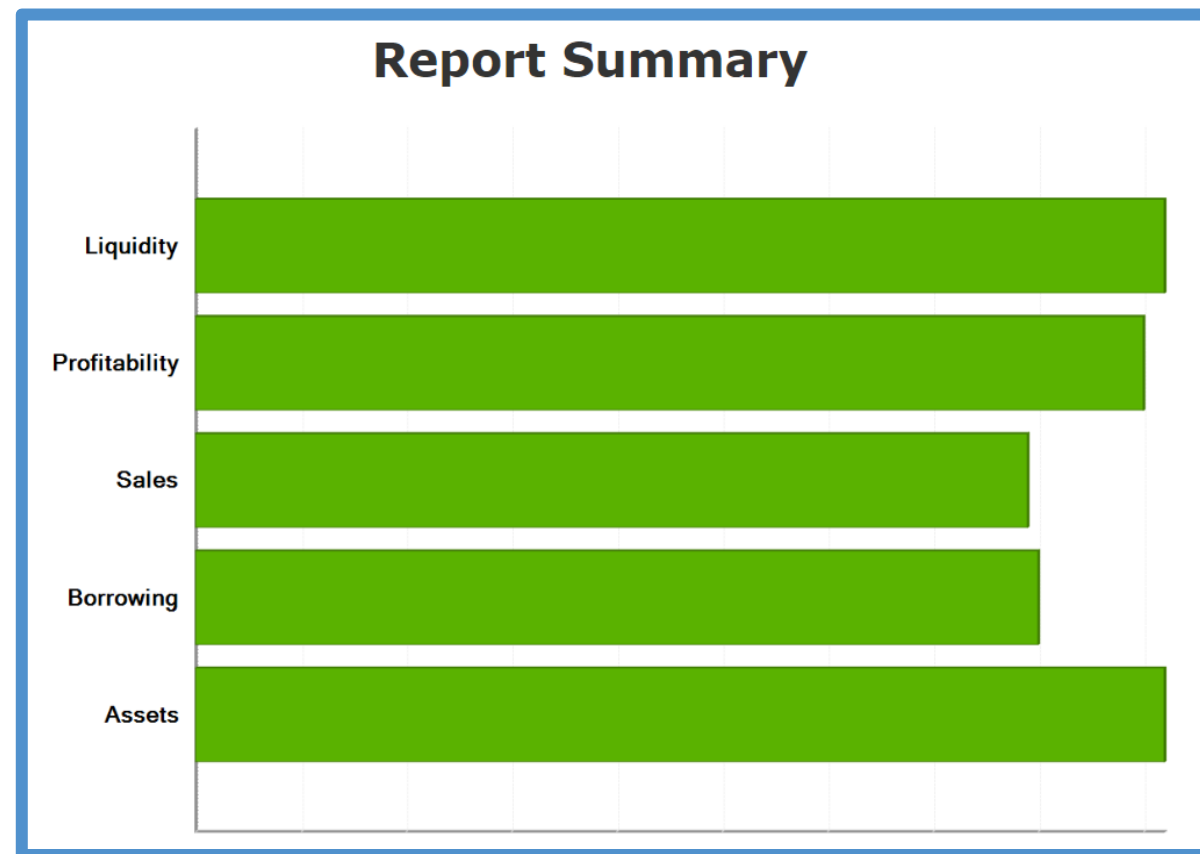


DELIVERABLES

# Why Benchmark?

## Illuminate

- Objectively measure
- Identify best practices
- Competitive analysis
- Support strategic decision-making





# Projections

Navigate



## What-if scenarios

Robust modeling



## Loan analysis

Total debt understanding



## Valuation

Value creation

# Projections

## Navigate

- Projections
- Loan analysis
- Valuation
- Custom print options
- Scenario dashboard
- Forecasted ratios
- Charts and graphs
- Future narrative

# Projections

## Navigate

- Decision-making
  - Strategic planning
  - Operational
- Resources
  - Budgeting
  - Capital investment
- Competitive advantage
  - Proactive strategy
  - Innovation
- Financial performance
  - Revenue models
  - Expense control



# Course 200 - Recap

## Growing Your Engagements With ProfitCents



### Why advisory

Building stronger relationships



### Tiered advisory services

Scaling services to meet client needs



### ProfitCents tools

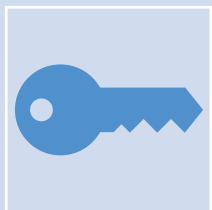
Utilizing to discover, illuminate, and navigate financial performance

# Course 300

Leveraging ProfitCents in your Client Service Plan



Define your Client Service Plan



Key elements



Utilizing ProfitCents in your Client Service Plan



profitcents®

Thank you