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Analyze. Accelerate. Achieve.

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01

Spend more time *on* your
business and less time
in your business.

“My partners and I used to find it difficult to determine where we stood on our company’s financials on a day to day basis. Now, because of TAG, we know where we stand at all times, and more importantly, have the time and freedom to decide where we want to go.”

—MANAGING DIRECTOR, FINANCIAL MANAGEMENT FIRM

The Outsourced Accounting Advantage

Every business shares at least one thing in common: the need for effective accounting and financial management to make informed decisions. However, not every business has the capacity to hire a full accounting team, with experts in each area. There is a solution with outsourced accounting. This allows for companies to select the level of accounting services they need, while utilizing professional expertise without the burden of hiring additional in-house staff.

At TAG, we support and strengthen companies’ accounting departments and the management team by providing staff accountants to Controller and CFO-level services. We bring financial intelligence that is accurate, timely and actionable, with the benefits of flexibility, cost savings and proven processes.



03

Make informed decisions based on accurate and up-to-date financial information.

“TAG is always there for us when we need them. The guidance and personal level of service is unparalleled.”

—OWNER, MANUFACTURING COMPANY

Your Business Challenge

In order to run a successful business, you need to make informed decisions based on accurate and up-to-date financial information and forecasting. In most cases, small to mid-size companies do not have the resources to support a full accounting department.

Businesses will both underutilize and overpay their accounting staff by having an in-house Controller or CFO perform basic accounting functions. More commonly, they hire accounting clerks to perform high-level functions they are not qualified to do. This results in either a lack of financial expertise, or disproportionate pay for services.

In addition to a lack of accounting support, there are also common scenarios of business challenges in which TAG outsourced accounting services can help:

- During a **transition period** between hiring a full-time accounting staff member, bookkeeper, Controller or CFO.
- To work on **special projects**, including audit preparation, acquisition integration, financial clean-up, cash flow planning and budget creation.
- When in need of higher level **strategic financial analysis** and guidance
- During periods of **rapid business expansion or contraction**.

A group of five business professionals (three women and two men) are seated around a long, light-colored conference table in a modern meeting room. They are all smiling and appear to be in the middle of a collaborative discussion. The room features a large screen on the wall and light-colored curtains. The overall atmosphere is professional and positive.

05

We become an extension of
your management team.

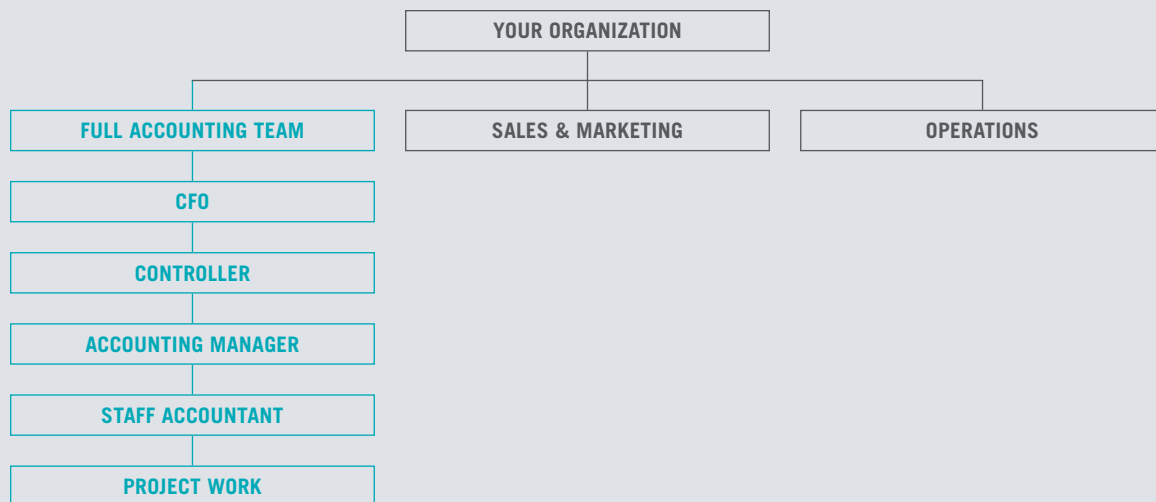
“TAG has become an integral part of my management team. From filling in for a leave of absence to assisting with a software conversion. I have used and will continue to use TAG for all my outsourced accounting needs.”

—PRESIDENT, CONSTRUCTION COMPANY

TAG’s Accounting Solution

TAG has the capability and experience to fully outsource your internal accounting functions from basic bookkeeping services and data entry to CFO-level strategy and expertise.

We engage directly with your team to provide cost-effective and scalable accounting services. We can be virtual or onsite and have the staff and technology to ensure dependability and flexibility.





07

A new model for
optimized outsourcing

“We’ve never received better financial information as we do now with TAG.”

—OWNER, FRANCHISE RESTAURANT

Experience the TAG Difference

As your company evolves, so will your internal accounting structure. Our services include complete accounting and finance solutions for your organization. Whether your needs are part-time accounting outsourcing or full-time project work, you can count on TAG for consistency and reliability to meet your unique requirements.

LEVEL	SERVICES	
CFO	<ul style="list-style-type: none"> > Financial planning and analysis > Budgeting and forecasting 	<ul style="list-style-type: none"> > KPI tracking > Credit management
CONTROLLER	<ul style="list-style-type: none"> > Monthly financial report > Industry-specific reporting and analysis > Accounting department clean up, management and training 	<ul style="list-style-type: none"> > Accounting and financial systems conversions and upgrades
ACCOUNTING MANAGER	<ul style="list-style-type: none"> > Month-end close balance sheet, profit and loss > Account reconciliation 	<ul style="list-style-type: none"> > Cash management > Due diligence
STAFF ACCOUNTANT	<ul style="list-style-type: none"> > Accounts payable > Invoicing and accounts receivable 	<ul style="list-style-type: none"> > Payroll > Collections
PROJECT WORK	<ul style="list-style-type: none"> > Audit preparation > Budget creation 	<ul style="list-style-type: none"> > Leave of absence/interim > Policies and procedures

A grayscale photograph of a person's hands writing in a notebook with a pen. The person is wearing a light-colored hoodie with a name tag. The background is blurred, showing other people in a classroom or office setting.

09

Taking you beyond
the numbers

7-Step Process

Based on our business accounting experience of working with more than 800 companies, TAG has developed a 7-Step Process to help our clients succeed by applying the actions of:

Analyze
Probe current operations, assess

Accelerate
Optimize processes, procedures, and performance

Achieve
Deliver measurable results

STEP		PHASE OBJECTIVES	KEY DELIVERABLES
① Understand Industry	ANALYZE	Understand the client and their challenges	Project objectives (success sheet)
② Gather Information		Analyze client challenges	Company > Software > Challenges
③ Analyze Data	ACCELERATE	Dive deeper into financial and operational data	Software, financial and personnel review
④ Propose Solution		Present a solution to overcome challenges	Customized proposal of services and pricing
⑤ Engage with the Client	ACHIEVE	Create financial clarity and peace of mind	Seven steps to seven deliverables, customized financial report, streamlined processes and internal controls
⑥ Beyond the Numbers		Going above and beyond	Insurance review, KPIs, budgets, cashflow forecasts, financial calendar of due dates, loan applications/renewals
⑦ Year End Wrap Up		Pulling it all together	Annual businesses tax filings, audit prep work, year end financials, engagement re-evaluation

The background is a blurred photograph of a desk setup. It includes a silver computer monitor on a stand, a silver keyboard, and a tablet displaying a calendar application. The overall scene is in grayscale, with the text overlaid in a teal color.

11

Optimize Your Finances

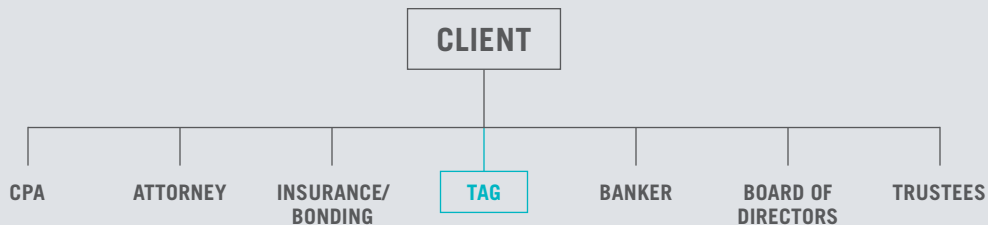
“The timely information and client insight that TAG provides enables us to better serve our customers.”

—CPA

Working together with your professional advisors

TAG serves as an engaged and trusted extension of each client’s business, and forms a collaboration with your professional advisors to reach shared financial goals.

A partnership with all your professional advisors leverages their total expertise and gives you the backdrop to make better business decisions.



A grayscale photograph of three business professionals (two women and one man) sitting around a table in an office. They are all smiling and appear to be in a collaborative meeting. The man in the center is holding a pen and looking towards the woman on the right. The woman on the left is also smiling and looking towards the man. The woman on the right is looking towards the man. There are papers, a clipboard, and a laptop on the table. The background shows office desks and windows with a city view.

13

Industry expertise you
can count on

“It was unexpected how much help we needed with the transition and audits. TAG came in and hit the ground running. They handled every level of the pre-audit and financial help we needed.”

—EXECUTIVE DIRECTOR, NON PROFIT ORGANIZATION

Industry-Specific Accounting

Through our proprietary systems, TAG becomes a highly effective extension of client operations, ensuring timely, dependable and cost-effective results.

Our team is dedicated to the success of each and every client. We not only attract the best accounting professionals available, but we

commit to their growth. We set high standards for training and development to achieve immediate bottom-line results.

Our services include complete outsourced accounting and software solutions for your organization with a concentration in the following industries:

- Professional Services
- Manufacturing & Distribution
- Construction & Real Estate
- Non Profits
- Start Ups
- Technology
- Franchises
- Financial Services
- Life Sciences
- Retail/eCommerce



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Our commitment is to
deliver superior results for every
client that we serve

“TAG employees are phenomenal. They keep us up to speed with frequent communication and always let us know of any concerns or needs. They are excellent to work with.”

—CEO, TECHNOLOGY COMPANY

Team TAG

Our accounting consultants have expertise across a variety of industries and software applications, giving you a team who focus on results that are specific to your needs. Our dedicated professionals come from diverse backgrounds, with experience in both the public and private-sector. They range from CPAs, to being multilingual, and software certified.

What sets us apart is that we work onsite, with you, as part of your team, bolstering your organization from within. We offer flexibility by

seamlessly integrating our team into yours, and leveraging their skill sets to become an engaged and trusted extension of your business.

At Team TAG, we stand behind our core values of **Commitment**, **Stakeholder Enrichment** and **Continuous Improvement** and aim to ensure that these guiding principles flow onto our clients, employees, and professional advisors.

A grayscale photograph of a beach scene. In the foreground, a surfboard lies on the sand with a shark fin protruding from its tail. The beach extends to the ocean, with waves breaking in the distance. On the left side, a steep, dark cliff rises. The sky is overcast. The number '17' is centered in the upper half of the image in a teal, italicized font.

17

Your success is the
basis for our success

“TAG is successful because we understand that outstanding customer service is about turning that once-in-a-lifetime customer into a lifetime customer.”

—ROBERT SCHERER, PRESIDENT OF TAG

About TAG Accounting

TAG’s mission is to help companies and individuals achieve their business and financial goals by providing an unparalleled array of customized and effective accounting and software solutions.

Founded in 1996 by Robert Scherer, TAG started as The Accounting Group, one of the first outsourced accounting firms in San Diego. Scherer has over 20 years of business and financial experience planning and managing complex

programs for clients in a variety of industries. He was the CFO for one of the largest reinforcing steel contractors in California.

Since its inception, TAG has evolved to provide personal accounting services to high-net-worth individuals with TAG Family CFO, and is also a software partner for Sage and NetSuite. TAG has expanded to multiple offices in southern California and serves clients throughout the United States.

Ready to optimize?

**Take the next step to optimizing your
finance and business performance.
We welcome the opportunity to speak
with you regarding your outsourced
accounting needs.**



To learn more, visit: www.teamtag.net

*To schedule an introductory consultation,
please call: 888 TEAM TAG*



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