

 Plumb



Analyze. Accelerate. Achieve.

Contents

- 01* The Outsourced Accounting Advantage
- 03* Your Business Challenge
- 05* Plumb's Accounting Solution
- 07* Experience the Plumb Difference
- 09* 7-Step Process
- 11* Working Together with Your Professional Advisors
- 13* Industry-Specific Accounting
- 15* Team Plumb
- 17* About Plumb Accounting

A grayscale photograph of two men in an office. An older man with white hair is seated at a desk, looking down at papers. A younger man in a plaid shirt is leaning over him, also looking at the papers. A laptop is open on the desk to the right. The image has a semi-transparent overlay with text.

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 Plumb, 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 Plumb, 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.

“Plumb 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 Plumb 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**.



05

We become an extension of
your management team.

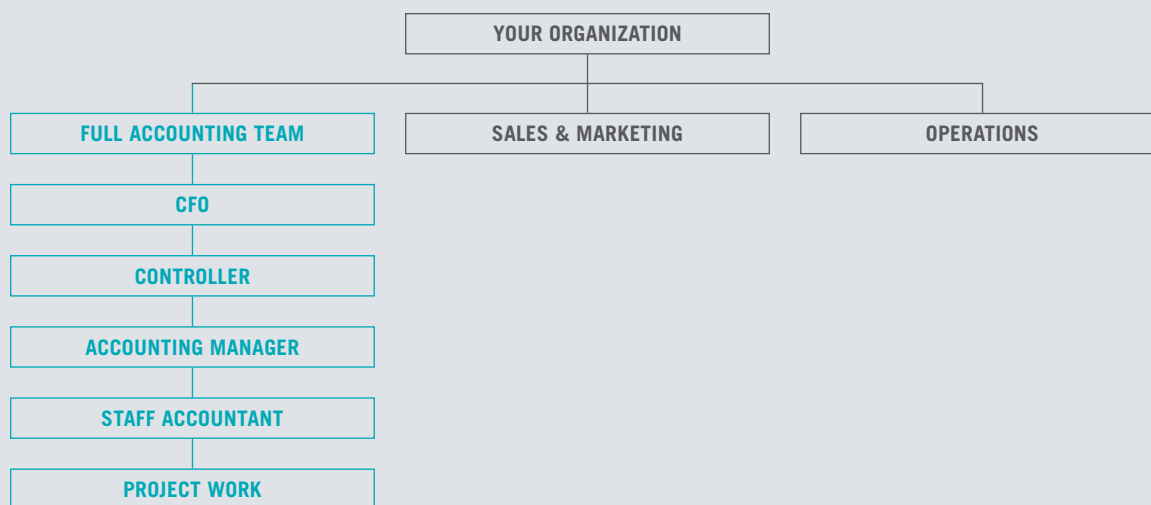
“Plumb has become an integral part of my management team. From filling in for a leave of absence to assisting with a software conversion. I have used and will continue to use Plumb for all my outsourced accounting needs.”

—PRESIDENT, CONSTRUCTION COMPANY

Plumb’s Accounting Solution

Plumb 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 Plumb.”

—OWNER, FRANCHISE RESTAURANT

Experience the Plumb 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 Plumb 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 reconcilliation 	<ul style="list-style-type: none"> > Cash management > Due dilligence
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 person wearing a grey hoodie and a white lanyard with a badge is pointing their right index finger at a document on a table. Their left hand is also visible, holding a pen. The background is blurred, showing other people and documents. The overall image has a light, airy feel with a soft focus.

09

Taking you beyond
the numbers

7-Step Process

Based on our business accounting experience of working with more than 800 companies, Plumb 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	Project objectives (success sheet)
②	Gather Information		Company > Software > Challenges
③	Analyze Data	ACCELERATE	Software, financial and personnel review
④	Propose Solution		Customized proposal of services and pricing
⑤	Engage with the Client	ACHIEVE	Seven steps to seven deliverables, customized financial report, streamlined processes and internal controls
⑥	Beyond the Numbers		Insurance review, KPIs, budgets, cashflow forecasts, financial calendar of due dates, loan applications/renewals
⑦	Year End Wrap Up		Annual businesses tax filings, audit prep work, year end financials, engagement re-evaluation



11

Optimize Your Finances

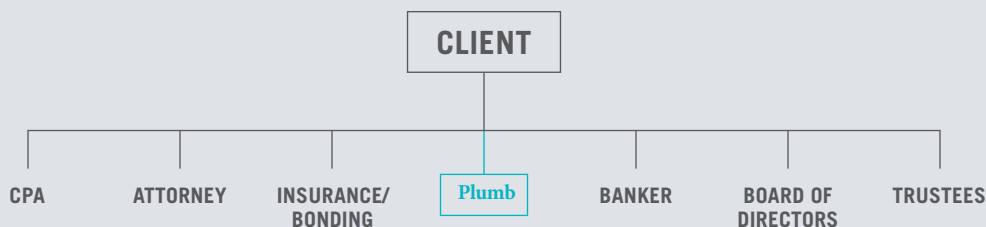
“The timely information and client insight that Plumb provides enables us to better serve our customers.”

—CPA

Working together with your professional advisors

Plumb 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 a modern office. They are engaged in a discussion, with the man in the center gesturing with his hands. A laptop is open on the table to the right, and various documents and a clipboard are in front of them. Large windows in the background show a city skyline.

13

Industry expertise you
can count on

“It was unexpected how much help we needed with the transition and audits. Plumb 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, Plumb 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

A grayscale photograph of three business professionals (two women and one man) sitting around a table, looking at documents and smiling. The image is semi-transparent, serving as a background for the text.

15

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

“Plumb 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 Plumb

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 Plumb, 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 background features a steep, rocky cliff on the left and the ocean with waves on the right. The sky is overcast.

17

Your success is the
basis for our success

“Plumb 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 PLUMB

About Plumb Accounting

Plumb’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, Plumb 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, Plumb has evolved to provide personal accounting services to high-net-worth individuals with Plumb Family CFO, and is also a software partner for Sage and NetSuite. Plumb 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: thinkplumb.com
To schedule an introductory consultation,
please call: 888 832 6824*



 Plumb