

 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* Think Plumb
- 17* About Plumb Accounting

A grayscale photograph of two men in an office setting. 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, pointing at the papers. A laptop is open on the desk to the right, and a glass of water is in the foreground. 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**.

A grayscale photograph of five people (three women and two men) sitting around a white conference table in a modern office setting. They are engaged in a discussion, with some looking at each other and others looking towards a screen (partially visible on the left). The image has a soft, slightly faded appearance. The number '05' is overlaid in a teal color.

05

We become an
extension of your
management team.

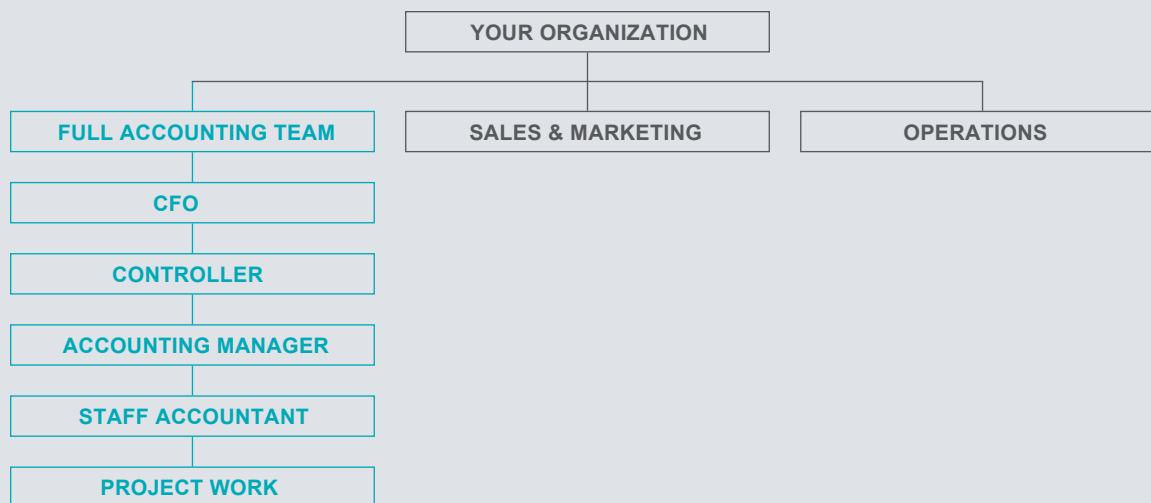
“Plumb has become an integral part of my management team. From filling in for a leave of absence to assisting with a software conversion. I have used and will continue to use Plumb for all my outsourced accounting needs.”

— 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 reconcillation 	<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 grayscale photograph of a person's hands pointing at a document with a pen. The person is wearing a light-colored sweater and a lanyard with a badge. The background is blurred, showing other people and documents. The number '09' is overlaid in a teal color.

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

A minimalist desk setup featuring a silver laptop, a white keyboard, and a tablet displaying a calendar app. The laptop is open, showing a blank screen. The keyboard is positioned to the right of the laptop. The tablet is lying flat, displaying a calendar app with a grid of months. The background is a light-colored wooden desk.

11

Optimize Your Finances

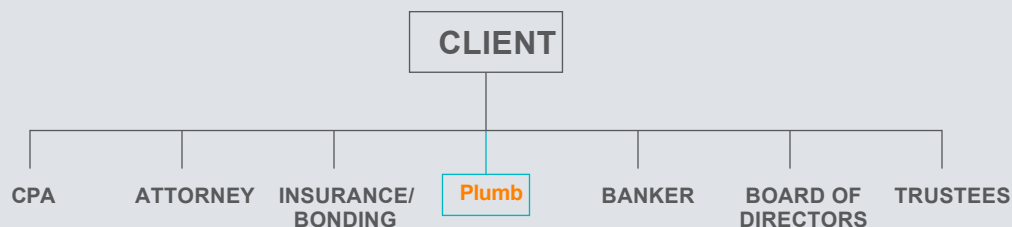
“The timely information and client insight that Plumb provides enables us to better serve our customers.”

—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 setting, engaged in a collaborative meeting. The man in the center is leaning forward, gesturing with his hands while speaking. The woman on the left is listening attentively, holding a pen. The woman on the right is also listening and smiling. On the table are various items: a laptop, a clipboard with a pen, and some papers. Large windows in the background show a cityscape.

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

A vertical strip on the left side of the page showing a close-up of a woman's face, looking towards the camera.

“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

Think 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 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 its fin visible. The middle ground shows the ocean with gentle waves. In the background, a steep cliff rises on the left side. The overall tone is serene and minimalist.

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 Think 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*



