

CASE STUDY - Ready to grow

Client: Small family owned electrical company

Client Location: Virginia

Problem: The Company was in search of an outsourced bookkeeper to organize their prior financials for a tax filing deadline. They were relatively small and seeking guidance on how to grow their business so that it could support their life.

Goal:

1. Clean and update accounting records for the company.
2. Strategy on how to increase revenue.
3. Plan to maintain records consistently.

Solutions: We worked with management to get books up to date and established a strategic plan to increase their revenue.

- Financial records were brought up to date in time to meet the tax filing extension deadline.
- Developed a strategic plan that revolved around a specific target market.
- A Financial Flow System™ was created to develop a better workflow process

Results: After implementing our recommended solutions, management was able to:

- File their taxes before the extended due date.
- Gain financial insight around how to take their business to the next income level.
- Focused solely on their target market and more than doubled their revenue.
- Established a profitability plan to duplicate their success in the subsequent year.
- Maintained Nitram for ongoing support to keep the record up to date consistently.

Testimonial:

"Prior to hiring Sherrell, I was managing my own books. I was not keeping things up to date and knew that I was flying blind from a business standpoint. Sherrell came in and cleaned our accounting process, completed the daunting data entry and reconciled the books for us to file business taxes on time. She used her keen business sense and her absolute mastery of the accounting cycle to coach me into being a business leader and partner who understands the ins and outs of her business. Since working with Sherrell, I have been able to better manage my business as a whole and think more strategically about how to grow into the very competitive construction industry. the most significant improvement I have experiences has been with my business operations. She has really changed my perspective and our gross profit has increased by over 217% as compared to last year. I highly recommend her services for anyone who is considering growing a solid business with high expectations and clean and clear books. Sherrell doesn't just keep your books; she helps you grow your business."

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