



CASE STUDY

MAKE CENTS ACCOUNTING

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Shane Kouros

Background

Our client is a high profile media personality. When we first met him, he needed a solution for managing his diverse business interests. Let's call him Michael.

Needs Assessment

When we first met Michael we recognised the difficulty of managing what were effectively two separate entities. The situation was becoming increasingly time consuming for him and it created unnecessary complexity.

In the absence of clear financial reporting, Michael was unsure of his overall financial commitments and how his income and expenses were impacting his cashflow. We realised he needed a streamlined accounting system that was efficient, easy for him and his team to use and didn't take up time he didn't have.

Michael also needed a trusted accounts person who could do the heavy lifting for him. But perhaps most importantly, Michael needed clarity that would provide the financial confidence he needed to evaluate opportunities that would positively contribute to his lifestyle.

The Solution

We began by bringing together the cashflow reporting from both businesses into a single worksheet. We also scheduled monthly meetings with Michael. Our key objective was to create a clear financial picture so that he, and we, could understand how the two businesses were running side by side.

We also moved Michael's accounting function from an internal role to an external service. This was because Michael had been unable to recruit someone with the skills required to manage his diverse business interests.

Once we outlined the scope of Michael's needs and factored in our fees as his External CFO offering a built-in professional support team, it became clear that outsourcing was the most effective option for him. To achieve this, we customised Michael's entire Xero accounting program to accommodate external service. This included implementing Receipt Bank which allows Michael to automatically upload receipts, invoices and documents to Xero. It is a facility that effectively eliminates the need for an inhouse bookkeeper along with the many of hours usually needed for manually filing business and accounting records.

A key goal of customising Michael's Xero system was to make his financial reporting meaningful. Using 'live' data, Michael is able to review his actual financial position at any time. This is particularly helpful for managing cashflow, as gaps are quickly identified prompting action for rectifying the situation.

The Outcomes

Michael is now able to focus on his busy media schedule and business commitments, without having to worry about his accounting. His entire financial management function is proactively managed by Make Cents Accounting as his External CFO with the support of an entire professional team. Monthly meetings ensure Michael is well informed, financially in control and able to make decisions necessary for himself and his family. Put simply, we have eliminated Michael's financial management headaches.

At Make Cents Accounting we help established business owners to grow and protect their assets.

For details about our External CFO service please call +61 2 96 999 171.