

THE PROBLEM

Growing businesses routinely operate without reliable insight into what is profitable and what is not. Pricing, hiring, and growth decisions are made without a clear understanding of margins or cash flow. The books get done, but they do not identify where the business is earning, where it is losing, or what to do about either.

WHO WE WORK WITH

Founder-led businesses with \$1M to \$20M in revenue. Typically scaling, preparing for financing or sale, or operationally stable but lacking financial clarity.

WHAT WE DELIVER

- Profitability understood by client, job, or business line
- Cash flow forecasting that identifies shortfalls before they materialize
- Pricing, hiring, and expansion decisions grounded in reliable financial data
- Financials that withstand lender, investor, and buyer scrutiny
- Financial oversight that anticipates problems before they surface

WHERE WE TYPICALLY GET INVOLVED

- Revenue is growing, but margins and cash position are not clearly understood
- A loan, capital raise, or potential sale is approaching
- Financial reports exist, but leadership does not trust them enough to act on them
- The business is profitable on paper, but cash flow tells a different story
- The business has outgrown its bookkeeper but is not ready for a full-time CFO

PROOF IN PRACTICE

MGR Advisory reconstructed two full years of disorganized financials for a healthcare education business, separating and categorizing over 1,000 transactions in under three weeks. The result: the first reliable view of true profitability, financials that held up to buyer scrutiny, and an ongoing Fractional CFO engagement.

Accounting records the past. MGR Advisory provides the judgment to act on what comes next.