

Martin Hood

VIRTUAL CFO

AN EXPERIENCED CHIEF FINANCIAL OFFICER GIVES YOU THE INSIGHT TO MAKE SMART, INFORMED DECISIONS THAT WILL TAKE YOUR BUSINESS TO THE NEXT LEVEL.

BENEFITS OF A VIRTUAL CFO



Flexibility

You may not need a full-time CFO/Controller or the required hours could fluctuate weekly, monthly or even quarterly.



Industry Knowledge

Your virtual CFO/Controller collaborates with the expertise of Martin Hood professionals across our tax, assurance, accounting services, and consultation practices. Our understanding of similar companies gives you foresight to trends.



Accuracy

Accurate, timely financial reports and insights that meet regulatory compliance standards.



Reduce Interruptions

Reduce the time lost due to vacations, illnesses, or employee turnover.



Affordable

No employer contributions to benefits, vacation pay, health insurance, payroll taxes, or retirement.

WHY CHOOSE MARTIN HOOD?

Our mission is to lead the accounting industry in transformative solutions that drive our clients' success by implementing innovative technologies and embracing emerging markets. We are a disruptive force in the industry delivering a premier customer experience through assurance, tax, and business advisory advice with the highest expertise and integrity.

As a full-service firm with over 60 professionals, our clients directly benefit from our collaborative approach and extensive industry knowledge. We offer practical advice and solutions for the nuanced situations that businesses face.

Our virtual CFO/Controller services are tailored to your business needs. You will be matched with a CFO/Controller who has experience in your industry and can provide you with the best financial strategy. In addition, you will benefit from the expertise of the entire firm, which can provide insights and relationships that can help your business grow.

CFO SERVICES + PRICING

OUR VIRTUAL CFO/CONTROLLER SERVICES ARE TAILORED TO MEET THE NEEDS OF YOUR BUSINESS.

<div style="background-color: #003366; color: white; padding: 5px; text-align: center; font-weight: bold;">TIER 1</div> <div style="background-color: #003366; color: white; padding: 10px; text-align: center; font-weight: bold; font-size: 1.2em;">PLANNING</div> <div style="margin-top: 10px;"> <p>\$2,500 ONBOARDING FEE FIRST MONTH</p> <p>\$2,000 ONGOING MONTHLY FEE</p> </div> <p>CHOOSE FROM THE SERVICES BELOW:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> 8 Hours a Month <input checked="" type="checkbox"/> Assist Management with Understanding Financial Statements <input checked="" type="checkbox"/> Performance Review <input checked="" type="checkbox"/> Establish and Review of Budgets & Projections <input checked="" type="checkbox"/> Inventory Tracking <input checked="" type="checkbox"/> Accounting Projects <input checked="" type="checkbox"/> Assist with Audit Preparation 	<div style="background-color: #003366; color: white; padding: 5px; text-align: center; font-weight: bold;">TIER 2</div> <div style="background-color: #003366; color: white; padding: 10px; text-align: center; font-weight: bold; font-size: 1.2em;">EXECUTION</div> <div style="margin-top: 10px;"> <p>\$6,000 ONBOARDING FEE FIRST MONTH</p> <p>\$5,000 ONGOING MONTHLY FEE</p> </div> <p>CHOOSE FROM THE SERVICES BELOW:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> 16 Hours a Month <input checked="" type="checkbox"/> Includes Tier 1 Services <input checked="" type="checkbox"/> Provide 12-month Forecasting <input checked="" type="checkbox"/> Bank Relationship Support <input checked="" type="checkbox"/> Investor and Board Relations <input checked="" type="checkbox"/> Recommend & Implement Internal Controls <input checked="" type="checkbox"/> Training and Resources for Transactional Accountants 	<div style="background-color: #003366; color: white; padding: 5px; text-align: center; font-weight: bold;">TIER 3</div> <div style="background-color: #003366; color: white; padding: 10px; text-align: center; font-weight: bold; font-size: 1.2em;">STRATEGY</div> <div style="margin-top: 10px;"> <p>\$12,000 ONBOARDING FEE FIRST MONTH</p> <p>\$10,000 ONGOING MONTHLY FEE</p> </div> <p>CHOOSE FROM THE SERVICES BELOW:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> 32 Hours a Month <input checked="" type="checkbox"/> Includes Tier 1 & 2 Services <input checked="" type="checkbox"/> Identify and Evaluate the Possible Impact of New Services and New Business Initiatives <input checked="" type="checkbox"/> Senior Management Analysis <input checked="" type="checkbox"/> Execution of Financial Goals <input checked="" type="checkbox"/> Resource Planning
---	---	---

OPTIONAL ADD-ON SERVICES

RATES CONTINGENT UPON AVAILABILITY AND SCOPE OF WORK

Business Tax Returns
Individual Tax Returns
Tax Consulting & Planning

Payroll Management
Sales Tax & Payroll Tax Processing
Cash Flow Management

Team Salary Analysis
Paying Bills (Accounts Payable)
Invoicing Clients (Accounts Receivable)

Mergers & Acquisitions
New Business Setup
Debt Repayment Planning

VIRTUAL CFO TEAM

Our team of Virtual CFOs/Controllers have extensive experience in managing a wide range of projects for clients. As the business landscape in our world continues to evolve and grow rapidly, it has become more important than ever to harness the power of data and analytics to understand a business' performance, risks, and long term-growth prospects.



Scott Potenberg, CPA

Scott Potenberg graduated from the University of Illinois with a Bachelor of Science in Accountancy. He joined Martin Hood with over 25 years of practical experience serving clients with a background in audit, tax, and business consulting. Scott is focused on developing Martin Hood's Virtual CFO/Controller services to assist clients by providing high level financial analysis, identifying key performance metrics, assessing the effectiveness of business processes, and providing management with the knowledge to make informed decisions.



Jacob Overton, EA

Jacob Overton graduated from the University of Illinois with a Master of Science in Accountancy. Jacob's time with Martin Hood has been spent serving clients in a wide range of industries on income tax and business consulting strategies. Before returning to Martin Hood in 2023, Jacob gained experience as a Finance and Accounting Manager for an Investment and Management firm. He focuses daily on the growth of Martin Hood's Virtual CFO/Controller practice by assisting owners and managers in decision making to drive the profitability of their businesses.

Book a Free 60-minute Consultation
to tailor a work program to meet your needs