**Front Cover:**

Scott Walley, CPA, MBA, CEPA

[Your Company Logo]

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Helping Business Owners to create a life that is less stressful and more profitable!

**FREE CONSULTATION**

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**Inside Panel 1: Introduction**

[Your Picture]

Welcome to Scott Walley CPA, where I specialize in providing highly customized CPA/CFO fractional services and comprehensive exit planning solutions tailored to improve your business and personal life.

**Mission Statement:** To provide highly customized services to help business owners better understand their numbers so they can make better decisions and reach their goals.

**Vision Statement:** To be the trusted partner of choice for businesses seeking innovative financial solutions and strategic insights.

**Inside Panel 2: What are Fractional CFO Services?**

Fractional CFO services provide businesses with access to high-level financial expertise on a part-time basis. As a Fractional CFO, I act as a strategic financial partner for your business, offering the same level of insight and guidance as a full-time Chief Financial Officer (CFO) but without the expense of hiring a full-time executive.

**Key Benefits of Fractional CFO Services:**

1. **Cost-Effective:** You get access to experienced financial leadership without the overhead costs associated with a full-time executive position.
2. **Flexibility:** Focus tailored to fit your business needs, ongoing support to assistance with the area(s) of your business that need improvement.
3. **Expertise:** Benefit from the expertise of a seasoned financial professional with a track record of success in various industries.
4. **Strategic Guidance:** Receive strategic financial guidance to help you make informed decisions and drive business growth.

* **IInside Panel 3: My Services**
* AAt Scott Walley CPA, I offer a range of services including:
* Fractional CFO/Controller Services
* Business Exit & Succession Planning
* Financial/Cash Flow Projections
* Business Value Creation
* Industry KPIs & Benchmarking
* Labor Analysis
* System Conversions
* Internal Control/Audit Consulting
* Accounting Services

No matter your goals or stage of business, I have the expertise to guide you through every step of the process and maximize your success.

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**Inside Panel 4: Why Choose Scott Walley CPA**

* **Expertise:** With an MBA degree and a Certified Public Accountant (CPA), , as well as being a Certified Exit Planner Advisor (CEPA), I offer specialized knowledge and skills to help you achieve your financial goals.
* **Customized Approach:** I understand that every business is unique, so I tailor my services to fit your specific requirements.
* **Comprehensive Solutions:** From optimizing financial performance to planning for a seamless exit, I offer a holistic approach to ensure your long-term success.
* **Personalized Attention:** As a sole practitioner, I provide dedicated one-on-one service and support, ensuring your satisfaction every step of the way.

**Inside Panel 5: Client Testimonials**

*Here’s what our clients say:*

*Client Testimonial 1:* “Scott has taken our company’s financial processes and reporting to a new level. He has helped us streamline our processes to save our company headaches, time, and money. He created a financial reporting package and provides feedback each month which allows our management team to better understand our business and make decisions that improve our financial results. Having worked with Scott both in the hospitality business and as my current company’s CPA, I can’t recommend him highly enough.”

*Client Testimonial 2:* “I have had the pleasure of working with Scott Walley as a financial consultant for our SaaS company for the last 7 years. During that time, he helped us complete a massive data cleanup and transition our accounting into NetSuite’s ERP product. He has also been instrumental in analyzing our financials, assisting with budgeting, forecasting, and being a trusted business consultant.”

**Back Cover: Book a Free Consultation**

For a free consultation to see if we are a good fit for each other, contact me today:

Scott Walley, CPA, MBA, CEPA

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