## Rulr Website Copy

### Rulr Home

*[Primary Message Header Section]*

Rulr combines hands-on financial planning services with real-time mobile monitoring.

Small businesses can visualize their finances, have a plan they trust and monitor progress daily. No more waiting for the latest monthly or quarterly report from your accountant. No more late nights digging through spreadsheets to figure out where you really stand. No more wondering if you’re prepared for the future.

Rulr delivers a clear financial plan tailored to your goals, an easy mobile dashboard to track progress on a daily basis and all the professional advice and support you need along the way.

*[How it Works Content Section]*

Rulr combines traditional bookkeeping and “outsourced CFO” services with a customizable visual finance mobile app. We provide everything needed to develop a plan, clean and structure your accounting data and launch your visual finance dashboard.

*[Develop Plan → Clean Data → Visualize Finances → Monitor Daily → Advise Monthly]*

**Develop Plan** - we work with you to develop a 3 to 5 year financial plan tailored to your business goals.

**Clean Data** - our bookkeepers clean your historical data, set-up live data intake, and ensure alignment with finance reports

**Visual Finances** - we launch your customized visual finance dashboard on Rulr Mobile

**Monitor Daily** - you monitor real financial results against plan on a daily basis

**Advise Monthly** - our financial experts provide support and help respond as your business grows

*[Layout note: the above could be laid out with Icons & Text Block layouts or as a simple bullet list, organize as a arrow flow diagram, it really depends on where you go with website design]*

*[Rulr Mobile App Section - Visual Finance]*

Visualize your finances in real time.

Rulr delivers an easy-to-understand dashboard using our own mobile app, customized for your business and your specific plan. Relying on clean data and mirroring your actual financial statements, Rulr lets you see what a CFO sees and always be confident you’re looking at real numbers.

Monitor results daily, understand where you stand versus plan and make better decisions with Rulr Mobile.

*[Layout note: combine with a screenshot. Link through to Rulr Mobile page with appropriate “Learn more” link depending on page design]*

*[Why Rulr Visual Finance?]*

Small businesses shouldn’t be forced to choose between the strategic value of traditional financial services and the convenience of modern mobile reporting technology. With Rulr, you have access to decades of financial planning experience and a daily view into real finance reports - all delivered through a mobile app you can take with you on the road, in the field, on the shop floor or wherever you need to be.

*[Lead Gen Footer]*

Contact us to learn more about Rulr.

*[Basic lead form - details for lead gen footer depend on lead form capabilities of design - at the very least this links to the generic Landing Page/Contact Form]*

### CFO Services

*[Primary Finance Co-Pilot Message Section]*

Rulr is more than just another reporting app claiming to improve your business, it’s a better way to get the hands-on financial advising services you need to be successful. We take the time to understand your business, build a 3 to 5 year financial plan for your company and provide you with professional guidance along the way.

As an on-demand CFO for your company, Rulr acts finance co-pilot. We help map your course, deliver the most up-to-date information and provide sound advice as you navigate toward your goals.

*[Layout note: the section above would typically be a more graphic header section, with the below being either lighter scrollable sections or one text block with header text, interspersed with some embedded graphics to break it up]*

##### Plan Development & Accountability

We work with every client to develop a tailored 3 to 5 year financial plan and clear measurements to keep them on track.

Engaging one-on-one to understand your business, we’ll examine your specific goals such as paying down debt, growing cash reserves, optimizing runway, controlling expenses or preparing for an exit. We then review your financials, analyze and clean your historical data and build a budgeted financial plan that will get you to your goals.

Importantly, we then build your plan directly into your own Rulr visual finance dashboard. You always have a clear measure of where you stand against your plan, and we’re always there to help keep you on track.

##### Debt Management

Debt is a common financial challenge for businesses of all sizes, and small businesses are no exception. Smart use of available credit is a key driver for starting and growing most businesses, managing and staying ahead of that debt is critical for sustained success.

Rulr sets clear budgets and lays out plan to manage down your debt, and provides discrete professional advice on how to move forward if you have more than you’re comfortable with. You can monitor where you stand on a daily basis, getting alerts and advice on how to respond if things move in the wrong direction.

##### Cash Reserve Plans

Being ready for the next opportunity or the next rainy day depends on having the resources on hand to take action. Rulr helps you set aside cash as part of a structured plan, giving you the visibility and confidence to make the right decisions when the need arises.

##### Retirement & Exit Strategies

At some point every business owner wonders what the next step will be, whether that’s a payoff for years of hard work, a plan to pass along the business or simply a way to comfortable way to walk away. Rulr helps you understand the right path for your long-term goal and lets you see how your day-to-day and month-to-month activity impacts where you stand.

### Visual Finance for Mobile

*[Primary Visual Finance Message]*

Rulr lets you visualize your finances in real-time from the convenience of your mobile device.

Wherever you go, our customized mobile dashboard gives you a clear, easy-to-understand measure of where your business stands. Tailored to your plan, your goals and relying on clean, up-to-date data, Rulr mirrors your actual financial statements, helping you visually understand what a CFO sees when they “look at the numbers.”

*[Layout note: see above, same note as previous page]*

##### Real Numbers You Can Trust

Any dashboard is only as good as the data it uses. Unlike typical “do-it-yourself” dashboards, our bookkeeping team works directly with your accounting data to ensure it is clean, well-structured and mapped correctly to mirror your real financial statements.

No more wondering if you’re looking at “real numbers” or waiting for “actuals” to understand how you’re doing. Rulr gives you real numbers in real time.

##### Always Know Where You Stand

Most “outsourced CFO” services are based on last period’s financial statements, spreadsheet reporting and built-in lag time for them to catch-up during busy month-end rushes. With Rulr, you always know where you stand. Each dashboard report expands to a more detailed view, and all views are tailored to your numbers and your plan goals.

No more late nights catching up on reviewing financial statements. Rulr lets you stay on top of results and make better decisions with confidence whether you’re on the road, in the field, on the shop floor or even in the office.

##### Monitoring & Alerts

Rulr allows you to monitor your results on a daily basis and measure your progress against both short-term and long-term goals. Importantly, we also customize alerts based on your goals to help keep you on track and let you know if you’re drifting off plan. This can be especially important when you’re managing a high volume of expenses and cash flow or when you’re following a strict debt management plan.

##### Backed By Real CFO Services

Rulr makes it easy for you to visualize and monitor your company finances and is leading the way in the delivery of customized mobile financial statements. But what really sets us apart is our focus on smaller businesses and the fact we’re backed by real finance and bookkeeping professionals. We’re not a bunch of tech guys trying to change the way finance is managed, we’re CFOs at-the-ready who happen to be really good at mobile technology!