Client Onboarding Checklist (Fillable)

Roma Financial Services | Please complete before your onboarding call.

A) Business & Contact Information

Legal business name:

Industry:

Primary contact name:

Phone:

Email:

Website:

Entity type:

Fiscal year-end (MM/DD):

Business address (city/state):

Accounting basis (cash/accrual):

B) Goals (next 90 days)

- ☐ Books are tax-ready and reconciled monthly.
- ☐ Understand profitability by service/product/customer.
- ☐ Reduce expenses / cut waste.
- ☐ Improve cash flow / plan for payroll & bills.
- ☐ Pricing strategy / margin improvement.
- ☐ Budgeting and reporting improvements.

Top 3 goals (short):

C) Current Challenges

- ☐ Books are behind (months not closed).
- ☐ Bank/credit cards not reconciled.
- ☐ Uncategorized / misc expenses too high.
- ☐ Revenue doesn’t tie to deposits (processor mismatch).
- ☐ Inventory/COGS is inaccurate.
- ☐ Payroll entries and liabilities don’t match provider reports.
- ☐ No budget/KPI tracking.
- ☐ Owner pay strategy unclear.
- ☐ Tax notices / compliance issues.
- ☐ Cash flow swings / can’t predict slow months.

Briefly describe the #1 issue you want fixed first:

D) Revenue & Pricing

Revenue type:

Avg monthly revenue (last 3 mo):

Highest revenue month (12 mo):

Lowest revenue month (12 mo):

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Pricing (check all that apply):

- ☐ Standard price list
- ☐ Mostly custom quotes
- ☐ Discount often

Top products/services (price + monthly volume):

Notes on pricing/refunds/chargebacks/discounts:

E) Expenses & Cost Areas

- ☐ Monthly expense review
- ☐ Vendor/subscription review
- ☐ Job/project cost tracking (if applicable)

Top 3 expense categories (approx monthly $):

Recurring subscriptions/tools + monthly cost:

F) Operations

- ☐ Project-based work (jobs, milestones, retainage).
- ☐ Inventory-based business (SKUs, fulfillment).
- ☐ Appointment/service delivery business.
- ☐ Church/nonprofit (restricted/designated giving).
- ☐ E-commerce/online payments (fees/chargebacks).

Workflow from sale → delivery → payment:

G) Systems & Data Sources

- ☐ QuickBooks Online
- ☐ QuickBooks Desktop
- ☐ Xero

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- ☐ Other accounting system
- ☐ Stripe/Square/PayPal
- ☐ Shopify/WooCommerce/Amazon
- ☐ Payroll provider (Gusto/ADP/Paychex/etc.)
- ☐ Bill pay (Bill.com/Melio/etc.)
- ☐ CRM (HubSpot/Salesforce/etc.)

Bank accounts + credit cards used (last 4 digits):

H) Bookkeeping Status

Last month fully reconciled/closed (MM/YYYY):

Receipt storage exists? (Y/N):

- ☐ Track classes/locations/projects
- ☐ Track inventory in accounting system
- ☐ Invoice in accounting system
- ☐ Use Bills (A/P) in accounting system

Known issues (negative balances, duplicates, messy COA, old A/R):

I) Cash Flow & Planning

- ☐ Budget vs actual reporting
- ☐ Cash flow planning
- ☐ Weekly cash check-in (simple)

Cash reserve goal (months):

Upcoming major expenses (90 days):

Upcoming major revenue events (90 days):

Seasonality (strong/weak months and why):

J) Reporting Preferences

- ☐ Monthly P&L and Balance Sheet
- ☐ Budget vs Actual
- ☐ AR Aging
- ☐ AP Aging

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- ☐ Project/Job profitability (if applicable)
- ☐ Giving by category / restricted funds (church/nonprofit)

Any special reporting needs?

K) Documents/Access Needed

- ☐ Invite Roma Financial Services as Accountant User / provide access
- ☐ Bank statements for requested period
- ☐ Merchant processor payout reports
- ☐ Payroll reports (wages, taxes, benefits)
- ☐ Prior-year tax returns (optional)

L) Notes / Questions

After completing, book your Free Consultation at RomaFinancials.com.

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Acknowledgment

☐ I acknowledge this checklist is proprietary to Roma Financial Services and I will not distribute, copy, or modify it without written permission.

Name: ____________ **Date:** ____________

Company: ____________

Signature (typed): ____________