



Vida
Finanza

**FINANCE & STRATEGY
CONSULTING**

Fractional CFO Services

VIDAFINANZA.COM



What is a Fractional CFO?

A **Fractional CFO**, or “**Outsourced**” **CFO**, is a seasoned financial expert who provides high-level CFO services on a **part-time, interim, or project basis**.

Instead of hiring a full-time executive, businesses can gain **strategic financial leadership, improve forecasting, and manage financial risks**—on a **scalable basis**.

Austin Liggett

— Founder & Fractional CFO



5 Key Benefits



Cost Efficiency

You only pay for the services you need.



Expert Guidance

Access high-level financial leadership without hiring a full-time CFO.



Strategic Vision

Get objective advice that aligns with your company's growth goals.



Best Practices

Benefit from proven methodologies used across multiple industries.



Stronger Decision-Making

Data-driven insights lead to smarter, more confident business moves.



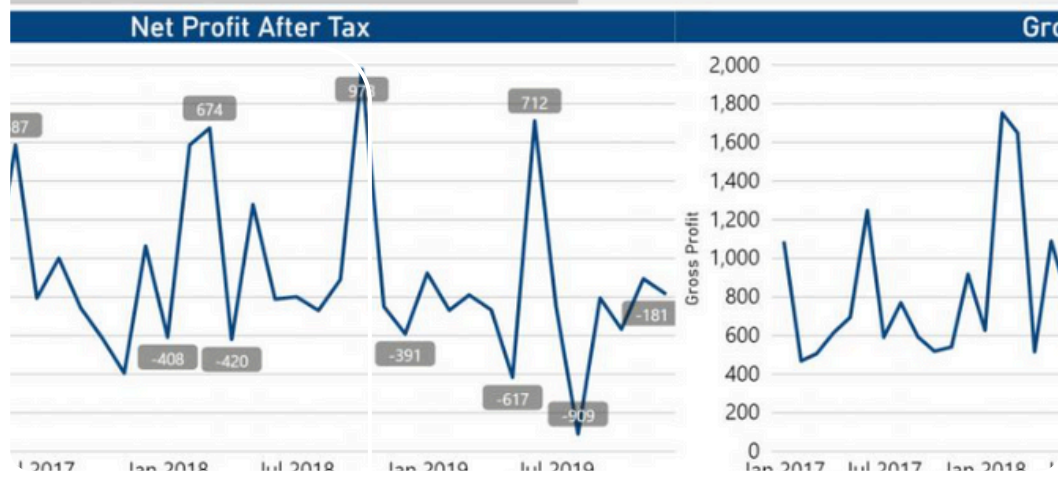
Financial Modeling

One of the most powerful tools a Fractional CFO brings to the table is the **financial model**. A financial model is a forecast of your company's future performance, based on historical data and key business drivers. It helps:

- ▶ **Predict revenue, expenses, and cash flow.**
- ▶ **Evaluate strategic decisions**
- ▶ **Identify capital needs for financing.**

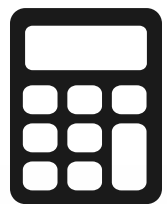
Financial models are typically built utilizing **Microsoft Excel** or **Google Sheets**. With a well-structured, integrated, 3-statement model, businesses can make **data-driven decisions with confidence**.

2017											
Qtr 1			Qtr 2			Qtr 3			Qtr 4		
January	February	March	April	May	June	July	August	September	October	November	December
1,200.00	666.00	667.00	750.00	708.00	1,277.00	731.00	870.00	622.00	688.00	700.00	950.00
120.00	197.00	161.00	135.00	13.00	29.00	140.00	101.00	29.00	169.00	159.00	300.00
1,080.00	469.00	506.00	615.00	695.00	1,248.00	591.00	769.00	593.00	519.00	541.00	910.00
236.00	235.00	19.00	96.00	251.00	16.00	230.00	80.00	136.00	109.00	231.00	90.00
94.00	164.00	99.00	30.00	181.00	119.00	47.00	105.00	23.00	72.00	181.00	20.00
330.00	399.00	118.00	126.00	432.00	135.00	277.00	185.00	159.00	181.00	412.00	110.00
-80.00	-150.00	-210.00	-280.00	-360.00	-460.00	-510.00	-570.00	-670.00	-730.00	-700.00	-710.00
	1.00	2.00	3.00	8.00	12.00	10.00	14.00	22.00	21.00	23.00	20.00
670.00	-81.00	176.00	206.00	-105.00	641.00	-206.00	0.00	-258.00	-413.00	-594.00	60.00
177.00	0.00	0.00	0.00	0.00	54.30	0.00	0.00	0.00	0.00	0.00	0.00
493.00	-81.00	176.00	206.00	-105.00	586.70	-206.00	0.00	-258.00	-413.00	-594.00	60.00



Budgeting & Variance Analysis

BUDGETING



A **budget** isn't just about controlling expenses—it's about **aligning financial resources with strategic goals**.

Effective budgeting helps:

- Set clear **financial targets**.
- Allocate resources efficiently.
- Measure **actual performance** against goals.

A Fractional CFO develops and refines budgets, integrating them into broader financial strategies to ensure **long-term success**.

VARIANCE ANALYSIS



Variance analysis compares actual results to forecasts to identify **performance gaps**. This allows businesses to:

- Spot areas of **overperformance or underperformance**.
- Identify **inefficiencies** before they become major issues.
- Make **quick adjustments** to protect profitability.

Regular **monthly or quarterly financial reviews** keep businesses on track toward their goals.

Next Steps

At Vida Finanza, we specialize in providing outsourced CFO services to help businesses navigate complex financial challenges.

- We have deep expertise in financial modeling, forecasting, and strategic planning.
- We offer customized solutions that fit your business needs and growth stage.
- Our hands-on approach ensures you have the right tools and insights to drive success.

By working with us, you get top-tier financial leadership at a fraction of the cost of hiring a full-time CFO.

**Schedule a Free Consultation –
Let's discuss how we can
support your business**

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