

# Menu of Services



**Exclusively for** \_\_\_\_\_

4805 W. Laurel Street  
Suite 100  
Tampa, FL 33607

T 813.286.7373  
F 813.289-1959  
E [kcameron@clvalue.com](mailto:kcameron@clvalue.com)  
[jloos@clvalue.com](mailto:jloos@clvalue.com)

# Level of services

## LEVEL

# 1



### **Tax Filings & Basic Financial Statements**

Professional assistance to help you run your business and comply with tax laws, financial reporting and banking requirements. Services include tax returns, financial statements, depreciation schedules and pension plan assistance.

## LEVEL

# 2



### **Management Accounting & Planning**

Gain control and direction in your business and personal financial matters. We help you prepare budgets for planning purposes. We actively assist you in interpreting your periodic reports that monitor key performance indicators that apply to critical areas of your business. Services also include Tax Planning and Business Succession Planning.

## LEVEL

# 3



### **Business Development & Growth**

Grow your business for financial independence and peace of mind. It starts with a Business Diagnostic and Performance Improvement Review designed to increase company profits and entity value, and build less reliance on the owner's daily input. Our goal here is to capitalize on your strengths, improve on your weaknesses, take advantage of opportunities, and minimize threats in your business.

# Choosing your level of services

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C&L Value Advisors, LLC is proud to offer our clients the freedom to choose their own preferred services.

To choose the services you would like to receive, take the following simple steps:

- 1** In our initial meeting we review the following menu of services.
- 2** Review each service offered, and then mark an “x” in the “Service Desired” column.
- 3** In the column under “Level of Interest” rank each service by circling 1-3 (1 = low, and 3 = high)
- 4** Together we will evaluate your needs, prioritize them and start working with you.

What is your investment for the Services?


We have two payment options for our services:

**Fixed Price Agreement (FPA).** Under an FPA all services agreed upon are billed to you under a fixed monthly amount. This eliminates the question of cost for you and helps you in your budgeting process. A major benefit of an FPA is that you can call us at any time for advice on these matters with the knowledge that we will not be charging for phone calls. Any new or additional work you need will be covered by a Change Order. And, when possible, the fee for the additional services will be covered up-front with you.

**Fee for service (or hourly billing).** We will bill you for services provided as the work progresses at our then current hourly rates. When possible we will give you estimates of fees for specific services.

Our goal is to save you money with effective tax planning and create value for you that far exceed your investment with us. That’s why we stand behind what we do with a guarantee like no other local CPA firm offers.

# Menu of Services

<b>LEVEL</b> <b>1</b>  <b>Tax Filings &amp; Basic Financial Statements</b>	<b>Service desired</b> <b>X</b>	<b>level of interest</b> <i>1=low 3=high</i>
1. Telephone or e-mail assistance to your current bookkeeper or financial officer maintaining your accounting system. Provide telephone or e-mail support on recording of unusual accounting transactions to help reduce year-end reconciliation of accounts. We may record or accumulate phone conference assistance.		1 2 3
2. Telephone or e-mail assistance regarding financial management matters to the current owners.		1 2 3
3. Evaluate your financial data in QuickBooks, via accountant's copy back-up or network streaming, make adjustments to accounts as required and provide ongoing assistance in recording and reconciling accounts.		1 2 3
4. Prepare compiled (unaudited) financial statements. Notes to the financial statements will be (circle one) omitted / limited / full. Provide adjusting journal entries (AJEs) as may be required and/or instruct personnel on AJEs. List separately any specialized compilation reports that may be needed.		1 2 3
5. Prepare reviewed (unaudited) financial statements with full notes to the financial statements. A separate review agreement letter is required, as is a management representation letter.		1 2 3
6. Prepare annual business income tax returns. Prepare reconciliation of book income to taxable income. This includes all federal, state and local tax filings.		1 2 3
7. Maintain fixed asset depreciation schedule, updating of client-provided additions and deletions.		1 2 3
8. Prepare quarterly and annual payroll tax returns.		1 2 3
9. Prepare sales tax returns.		1 2 3

10. Prepare personal income tax returns with all necessary forms and schedules and estimated tax vouchers if needed.		1 2 3
11. Prepare compiled personal financial statements of company owners. Summary spreadsheet, no disclosures.		1 2 3
12. Annual pension plan assistance in calculating contributions or coordinating information to third party administrator. This may include annual tax returns and participant statements, or accounting that should be prepared by a third party administrator.		1 2 3
13. Invitations to year-end tax planning seminar and other seminars on technology or business management matters.		1 2 3
14. Receive our special newsletter Grow Your Business and other periodic updates and special reports.		1 2 3
15. Setup or conversion to new accounting system. Assistance with on-site training.		1 2 3
16. Assistance with legal or entity matters, including coordinating choice of business entity with attorney, obtaining startup registrations related to tax requirements.		1 2 3
17. Prepare estate and gift tax returns.		1 2 3
18. Complete a tax compliance assessment to identify the strengths and weaknesses of the company's income and other tax compliance practices, using specialized industry guides (if available), and a plan to help team members improve documentation and practices.		1 2 3
19. Projected financial statements/forecasts/cash flow planning, including the development of projections and forecasts for various projects such as: acquisitions and development of real estate projects, new business ventures, business expansions and similar activities.		1 2 3

**LEVEL  
2**



**Management Accounting & Planning**

**service  
desired  
x**

**level of  
interest  
1=low 3=high**

1. Prepare annual company budgets with breakeven levels and profit goals for desired owner salaries and return on investment. Compute periodic sales targets to achieve budgets.

1 2 3

2. Set up executive trends report and instruct company personnel on monthly updating. Identify and begin to track initial key performance indicators.

1 2 3

3. Conduct an annual planning session for key managers to set an action plan and goals for the coming year.

1 2 3

4. Year-end tax planning review and tax projection. Strategy setting conference to review same for reducing/managing taxes.

1 2 3

5. Ongoing periodic analysis and interpretation of financial statements, with written or e-mail commentary for consideration and action. However, ALL final management decisions are yours alone.

1 2 3

6. Attendance in an advisory role at your periodic management meetings. However, ALL final management decisions are yours alone.

1 2 3

7. Annual business performance review using our specialized financial analysis software to analyze key financial ratios.

1 2 3

8. Membership in our Businesses Getting Results program. A monthly meeting of business owners in which a specific topic is presented. You leave each meeting with a usable Action Plan for implementing business improvement techniques.

1 2 3

9. Annual profit improvement potential calculation to review business potential and increase profits using the Four Ways to Grow a Business.

1 2 3

10. Coordinate with other advisors your business succession planning to protect you, your family and your business.

1 2 3

11. Prepare a limited calculation of estimated business value, using comparable company sales and giving a general guideline of valuation.		1 2 3
12. Assist in obtaining an independent, third-party valuation report to document actual company value.		1 2 3
13. Transaction planning to prepare for major business transactions or business strategy changes such as mergers and acquisitions. Study from a strategic and/or tax minimization perspective.		1 2 3
14. Assistance with obtaining bank or other financing, which may include preparation of projected financial statements.		1 2 3
15. Assistance with other business startup services. Unless otherwise specified, this is limited to using a business start-up engagement checklist as a tool to help guide on the matters to be considered when starting a business. It is up to the client to ensure that all appropriate actions are taken.		1 2 3
16. Other business startup phase work, including advice on an as needed basis, as a general business or financial advisor during the startup phase.		1 2 3
17. Coordinate with your financial consultant a detailed personal financial analysis.		1 2 3
18. Research new business opportunities, such as product lines, acquisitions, expansions, etc.		1 2 3
19. Coordinate with other advisors on your estate planning to develop and implement a plan that preserves your legacy.		1 2 3

**LEVEL**

**3**



**Business Development & Growth**

**service  
desired  
X**

**level of  
interest**

*1=low 3=high*

<p>1. Lead owners and management team through the Business Diagnostic and Performance Improvement Review, a comprehensive diagnostic program that identifies the Company's strengths, weaknesses, opportunities and threats. After initial analysis we will provide you with recommended Action Plan items. Then, working with you, we fine-tune the Action Plan, assign responsibilities and create a time line for implementation.</p>		<p>1 2 3</p>
<p>2. Assist you in implementing Action Plan items. This can include overall management of the project (Project Management), assisting and coordinating work done by other advisors or vendors, or full implementation of plan using our team and the services listed below.</p>		<p>1 2 3</p>
<p>3. Prepare a written business plan for use with key managers, board of advisors, bankers and other stakeholders.</p>		<p>1 2 3</p>
<p>4. Review of the owner compensation system, including partner and incentive compensation packages, to align company and individual manager goals.</p>		<p>1 2 3</p>
<p>5. Conduct a Team Diagnostic, a focus group that brings several team members together to determine likes/dislikes and ways that you can improve your internal systems.</p>		<p>1 2 3</p>
<p>6. Deliver Phone Right training program and train team members to delight customers starting with the first impression.</p>		<p>1 2 3</p>
<p>7. Deliver Towards Awesome Service training program. Determine system failures in customer service and set performance standards for a new customer service strategy.</p>		<p>1 2 3</p>
<p>8. Deliver Making Your Business Really Fly training program and start identifying ways for owners and top managers to move from working "IN" their business to working "ON" their business.</p>		<p>1 2 3</p>

9. Deliver effective Financial Management training program to help non-financial owners and managers interpret and use financial statements.		1 2 3
10. Deliver Building a Better Business training program to gain insight into how to shape the future of the business through marketing initiatives (approximately 3 hours of interactive audio and discussion).		1 2 3
11. Deliver Write Right training program to help you create corporate communications and marketing materials that grab customers' attention.		1 2 3
12. Develop a People Development System, including creating training tracks, career paths and performance evaluations and systems for team members.		1 2 3
13. Conduct a Customer Diagnostic, a focus group that brings several customers together to determine likes/dislikes and ways that you can improve your services to encourage them to purchase more.		1 2 3