

From Cost to Catalyst

How Do You Turn Your Accountant into a Profit Partner?

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Why This Matters

Too many businesses treat accounting as overhead.

Let's fix that.



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The Common Pitfalls

- Reactive, "tax-only" relationships
- Disconnection from field operations
- Abandoned returns on investments



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A Profit Partner Mindset

What you should expect:

- Proactive Planning
- Margin Clarity
- Strategic Structuring



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Examples for the Snow and Ice Management Industry

- Cash Flow Planning
- Job Costing and Return on Investment (ROI)
- Costs of Labor and Subcontractors
- Customer Analysis



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Cash Flow Planning

Snow pros often get squeezed both during their most and least productive months.

Solutions:

- Lines of credit for working capital
- Optimized collections processes
- Optimized billing processes
- Fixed price contracts



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Job Costing & ROI

Are your toughest jobs your most profitable?

Solutions:

- Track true job margins
- Evaluate equipment ROI
- Evaluate labor solutions



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Labor & Subcontractors

Margin erosion is a constant threat.

Solutions:

- Payroll strategy and implementation
- Subcontractor tracking and cooperation
- Regular contract review



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Smarter Customer Mix

Revenue \neq Profit \neq Cash Flow

Solutions:

- Kill low-margin accounts
- Identify high-value long-term relationships
- Identify collection hurdles



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How to Leverage Your CPA

Tips:

- Engage early and consistently
- Share your goals, both long and short-term
- Ask strategic questions
- Ask the questions you think you should know
- Open and timely communication practices



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TAKE ACTION!

Do NOT just let your accountant file your taxes,
let them help you BUILD your business.

Book a strategy session with your accountant as
soon as possible.



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Thank you!

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