



**FRANCHISE SOLUTIONS**



**GreerWalker**  
CPAs & Advisors

**Outsourced Accounting Solutions**



## GreerWalker LLP

GreerWalker LLP is a CPA firm providing tax, assurance, accounting, and advisory services focused exclusively on the needs of privately held middle market companies, owners and individuals. From our offices in North and South Carolina, we provide specialized expertise across a varied spectrum of industries and market segments for a regional, national and international clientele.

Through our investment banking affiliate, GreerWalker Corporate Finance LLC, we also offer exit planning and merger and acquisition services as well as customized wealth planning via our affiliate GreerWalker Wealth Management LLC.

Our Outsourced Accounting Solutions (OAS) practice serves as or augments its clients' finance and accounting department. We provide a team of staff and management professionals with appropriate skills and experience to meet the varying functional requirements of an accounting department to a variety of industries.

## Benefits to Franchisees

### Integration of Management/ POS and Accounting Systems

- Consistent operational and financial information across platforms
- Improved internal control processes

### Complete Financial Picture

- More than just sales data, you have a complete view of results of operations and of financial position
- Financial metrics that are important to you and other users
- Reported accurately, timely and consistently every month
- Consolidating and consolidated reporting with custom roll-ups specific to your organization

### Compliance and Controls

- We help ensure compliance with regulatory requirements
- We maintain books and records and provide reporting in compliance with Franchisor requirements

### Focus

- You focus on operations; we handle measuring results
- We manage all resources required of an accounting department
- Each franchisee's relationship is independent and confidential

## Benefits to Franchisors

### Reporting by Franchisees

- Better reporting through consistent application of standards
- Automation in delivery of franchisee reporting

### Reduced Costs in Franchisee Relationships

- Reduced number of touches required in finance matters
- Proactive participant in process improvement initiatives

## Benefits to Franchise

### Healthier System

- Scaling OAS across the franchise delivers a stronger accounting solution to each franchisee at a lower cost
- Better management reporting and better franchisor reporting helps the Franchisee and Franchisor work together to improve individual and total franchise financial performance

## The OAS Difference

### Your Accounting Department

- Dedicated service team of professionals with skills matched to varying requirements from accounts payable to financial reporting
- Not one accountant, overqualified for some tasks and underqualified for others
- Resources of larger accounting organization delivering solutions at affordable cost to small- and mid-sized companies

### All the Resources Required

- Professional staff
- SaaS accounting technologies
- Best practices
- Office and infrastructure (virtual delivery)

### Emphasis on Management Reporting

- Foundation in generally accepted accounting principles (GAAP) to provide accuracy, consistency and comparability in reporting
- Emphasis given to financial measures such as KPIs, budgets, and profit-center reporting to support management decision making

### Integration

- Deep understanding of technology and how to integrate operational and accounting systems
- Cloud-based technologies allow us to function as a virtual accounting department but work in an integrated and collaborative manner with your organization

### Quality and Integrity

- Client-focused service model wherein we build solutions to meet each organization's specific requirements
- Our unique combination of industry and public accounting experience provides hands-on knowledge with professional firm quality control
- Emphasis on integrity driven by professional standards of the CPA industry and by a strong firm culture of professionalism and ethics
- Excellent client referral network



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