
STRATA:G® Toolkits

for CPAs & Accountants

Easily Bring the Power
of Financial Modeling
To Your Small
Business Clients

for RESTAURANTS

STRATA:G® Cash Flow Calculator for Restaurants
KPI Benchmarks, Restaurants
KPI Calculator for Restaurants

for PROFESSIONAL Firms

STRATA:G® Cash Flow Calculator for Professional Firms
KPI Benchmarks, Professional Firms
KPI Calculator for Professional Firms

for SERVICE Businesses

STRATA:G® Cash Flow Calculator for Service Businesses
KPI Benchmarks for Service Businesses
KPI Calculator for Service Businesses

for RETAIL Operations

STRATA:G® Integrated Calculator for Retail Operations
KPI Benchmarks, Retail Operations
KPI Calculator, Retail Operations

STRATA:G® Toolkits

for CPAs & Accountants

- ❖ Produce on-the-spot, integrated P&L and Cash Flow *pro formas*
- ❖ Built-in KPI Benchmarks for 67 client business types
- ❖ Customized to key profit & cash flow drivers of major business types
- ❖ Engaging “What if...?” calculators draw out your client’s good judgment

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Step #1:
Enter INPUTS

All four STRATA:G Calculators work the same way
Professional Firms • Service Businesses • Restaurants • Retailers

INPUTS

Pro Forma Monthly

Step #2:
SHOW *pro forma*
P&L

Pro Forma Monthly CASH FLOW

COMPARE to Benchmarks

INPUTS

Pro Forma Monthly PROFIT & LOSS

Pro Forma Monthly CASH FLOW

COMPARE to Benchmarks

Step #3:
SHOW *pro forma*
CASH FLOW

INPUTS

Pro Forma Monthly PROFIT & LOSS

Pro Forma Monthly CASH FLOW

Step #4:
SHOW calculated
KPI's

COMPARE to Benchmarks

INPUTS

Pro Forma Monthly PROFIT & LOSS

Pro Forma Monthly CASH FLOW

Quick Start Guide

- ❖ Step #1 - **INPUT** “best guess-timates” for revenue, gross margin, expenses.
(Close counts! This is for projecting, not accounting.)
- ❖ Step #2 - **SHOW pro forma P&L.**
(Make adjustments? It's easy. Immediately show the impact!)
- ❖ Step #3 - **SHOW pro forma integrated Cash Flow.**
(This can be an attention-grabber!)
- ❖ Step #4 - **SHOW** calculated KPI's for this plan.
- ❖ Step #5 - Help your client **continue to play “what if...?”** until they get a plan they like. Then **PRINT** it out.
(And set the next meeting to review and update!)

Customized for Key Profit & Cash Flow Drivers

STRATA:G® for
Professional Firms

STRATA:G® for
Service Businesses

STRATA:G® for
Restaurants

STRATA:G® for
Retail Operations

STRATA:G Calculator for PROFESSIONAL Firms

It's dynamic! Compare financial implications. Make informed choices.

The logo consists of a dark gray rounded rectangle with a thin white border, containing the text "STRATA:G® for Professional Firms" in white. The text is centered and uses a sans-serif font.

STRATA:G® for
Professional Firms

- ❖ **Four customizable** service line revenue inputs
- ❖ Separate **labor expense percent inputs** for each service line
- ❖ **Easily adjust and compare** service line profitability
- ❖ All expense entries are by “bucket”, easing “*what if...?*” comparisons
- ❖ Integrated *pro forma* Cash Flow includes **optional inputs for Accounts Receivable**
- ❖ **KPI Benchmarks** for fourteen types of Professional Firms that are in your community.

STRATA:G Calculator for SERVICE Businesses

See cause-effect connections. Quickly compare strategic business choices. Gain more control of cash flow.

STRATA:G® for
Service Businesses

- ❖ Two **customizable** service line **revenue** inputs
- ❖ **Easily adjust and compare** mix of revenue
- ❖ **Labor expense percentage** input for each service line
- ❖ All other expenses entered by “bucket”
- ❖ **KPI Benchmarks** for eight business types in your community

STRATA:G Calculator for RESTAURANTS

Project beyond breakeven. Happiness is positive cash flow!

STRATA:G® for
Restaurants

- ❖ Separate revenue inputs: **Food** and **Beverage**
- ❖ **Easily adjust and compare** mix of revenue
- ❖ Optional fixed expense input: **Equipment Leases**
- ❖ All expenses entered by “bucket”
- ❖ **KPI Benchmarks** for all four restaurant categories found in your community

STRATA:G Calculator for RETAIL Operations

Integrating...the P&L plus the inventory mix into a monthly cash flow. In real time. Powerful!

The logo consists of a blue rounded rectangle with a white border, containing the text "STRATA:G® for Retail Operations" in white. The rectangle is set against a light gray background with a subtle shadow.

STRATA:G® for
Retail Operations

- ❖ Input planned Sales and Gross Margins by month
- ❖ Expenses entered by “buckets”
- ❖ **Inventory turn rate** drives inventory buying plan. Change turns, see immediate impacts.
- ❖ Integrated *pro forma* Cash Flow shows **cause-effect connections** between sales, margins, expenses, and inventory turns on cash flow. **All in real time!**
- ❖ **KPI Benchmarks** for forty-one types of retail operations that are found in your community

To Recap: STRATA:G® Projecting Calculators

for Professional Firms • Service Businesses • Restaurants • Retail

- ❖ **Step # 1** - INPUTS go in quickly
- ❖ **Step # 2** - SHOW *pro forma* P&L
- ❖ **Step # 3** - SHOW *pro forma* integrated Cash Flow.
- ❖ **Step # 4** - SHOW calculated KPI Benchmarks for this plan.
- ❖ **Step # 5** - With your client, continue to make “*what if...?*” adjustments until they have a plan they like. Then PRINT.
(*And set the next meeting to review and update!*)

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Everything You Need!

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BusinessStrata-G.com

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