



Client Accounting & Advisory Services (CAAS) encompasses a range of services that are designed to help businesses manage their financial information. CAAS can provide you with the tools and expertise you need to stay competitive in today's market.

DMJPS CAAS advisors will support the financial and operational needs of your business with a personalized and team based approach. By partnering with DMJPS, you will have access to accounting expertise, tailored solutions, and most importantly, solid financial management.

Providing Insights and Analysis

At its core, CAAS is all about providing clients with the insights and analysis they need to make informed decisions. This can include everything from bookkeeping services to more complex financial reporting. Some of the key areas where CAAS can add value include forecasting, tax consulting and compliance, financial statement preparation and analysis, and business performance monitoring. By leveraging these services, businesses can gain a deeper understanding of their financial position, identify areas for improvement, and make more informed decisions about their future.

DMJPS CAAS Services

Receiving accurate and current financial information means real time decisions that drive performance and growth.

- Preparation of financial statements and schedules (monthly, quarterly, and annually)
- Maintaining depreciation schedules
- Annual reports
- Payroll preparation and service coordination
- Accounts payable and Accounts receivable services
- Accounting system consultation, assessment, and development
- Budgeting and cash flow forecasting
- Fractional CFO services
- Tax responsibilities including;
 - 1099 preparation
 - Sales and Use tax
 - Fringe Benefits
- Bookkeeping services and QuickBooks consulting

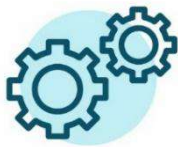
Financial Stability and Success

Ultimately, the goal is to help businesses achieve greater financial stability and success. If you are interested in learning more about DMJPS CAAS, contact DMJPS today.

Fractional CFO Services

Your organization may benefit from fractional CFO service if revenue is up, if you are increasing the size of the team, if you are offering new products or services, or otherwise expanding into new geographies or demographics. Other drivers for utilizing a fractional CFO include:

- Growth is slow or stalled, despite solid sales and operations;
- You sense that your financial strategy is falling short, or even missing in action;
- You know you need financial guidance from a CFO, but aren't ready to hire a full-time executive; or
- Your future includes taking on new investors, planning for succession, or exiting the business.



How a Fractional CFO Can Help:

Financial Statement Review

Are my financial statements solid and reliable? | Do I need to clean up the books?

Typical Engagement: Review of your financial statements to look for trends in revenue, profit margins and expenses. Then we will talk about the good, bad and ugly together to begin planning your future.

Cash Flow Forecasting

Can I afford to invest in new equipment? | Is it time to add team members? | Will I be able to make the next payroll?

Typical Engagement: We will create a cash flow forecast based on your organization's financial structure, and then teach you how to monitor the forecast to keep it fresh. On a regular cadence, we'll review the forecast as you encounter new opportunities, strive toward goals, or plan for downturns.

Budgets and Forecasts

My team needs budget parameters, and I want to hold them accountable for results. | How will my decisions impact profitability? | How much capital do we need to expand?

Typical Engagement: We will create a budget for your organization and provide a method for comparing budget to actual results. On a regular cadence, we will review performance and determine where to apply more gas—and where to tap the brakes to obtain the desired results.

We will combine the budget with a forecast model to help you look forward, evaluate key decisions, and understand the impact on profitability.

Goal Setting

I want to set goals for myself and the organization but rarely make it a priority. | It isn't always clear which goals are truly meaningful. | Are key metrics within reach? | Can we visualize our goals?

Typical Engagement: Together we will determine your goals, and then I will develop a workflow for measuring your success through actionable KPIs. We will ensure metrics are visual. On a regular cadence, we will meet to review performance, discuss what's getting done, what's getting dropped, and how to maintain focus.

About Me



Jennifer Billstrom, CPA

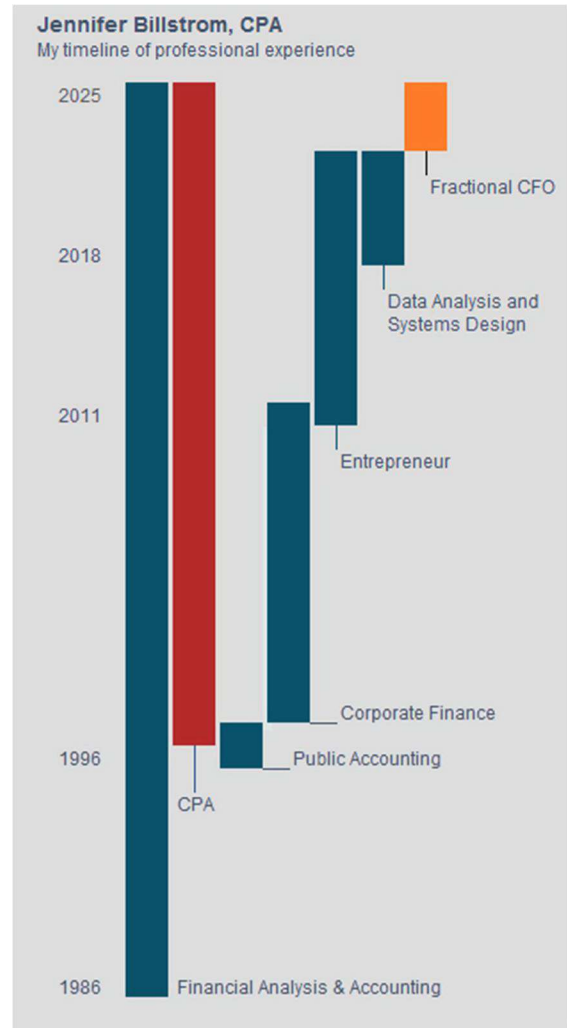
Fractional CFO, Client Accounting & Advisory Services

DMJPS PLLC | Jen.Billstrom@dmjps.com

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I am passionate about putting your data to work to help you plan for the future. I enjoy creating visuals to facilitate analysis. I serve privately held businesses in a wide variety of industries including manufacturing, professional services, ecommerce brands, distributors, retail and consulting firms.

Learn more about my path by visiting my [LinkedIn profile](#).




Supporting Services

DMJPS PLLC is a tax, assurance, and business advisory firm that provides a wide range of specialized solutions and routinely solves complex matters for individuals, privately-held businesses, and corporations. Clients work with us because we build reliable relationships dedicated to providing exceptional results and solutions.



We're here to help.

As cloud accounting experts, we can lead your business to significant improvements in efficiency, giving you more time to focus on what you love.

A top-down view of a person with blonde hair tied back, wearing a light blue shirt and a watch, sitting at a wooden desk. They are typing on a silver laptop. The laptop screen displays a complex accounting dashboard with various charts, graphs, and data tables. To the left of the laptop is a white smartphone and a silver pen. To the right are several stacks of papers and folders in various colors (red, yellow, blue).

**Cloud accounting can help you
conquer your to-do list and understand
your cashflow. We'll show you how.**

Here's how QuickBooks Online makes running your business a breeze.



Everyday Organization

Organize expenses.

Connect bank and credit card accounts for automatic downloads and categorization.

Stocked for success.

From shelf to shipment, QuickBooks automatically tracks inventory.



Cash Flow

Control your cash flow.

Stay on top of who owes you, how much, and when their payment is due.

Automate your spending.

Manage your bills and vendors you own with automatic bill pay that's hassle-free.



Invoicing

Make your business look good.

Create custom, professional invoices, sales receipts and estimates.

Get paid instantly.

Add a Pay Now button to online invoices for easy one-click payments.



Reports

One-click reporting.

Instantly check your profit & loss, balance sheet, and dozens of other reports.

Dashboard overview.

Quickly view income, expenses, outstanding invoices, and other key business financials.



Taxes

Share with your accountant.

Your accountant can instantly access your records from anywhere, anytime (for free!).

Prepare your 1099s.

Automatically keep track of subcontractor payments, and be ready to issue 1099s.



Mobile

Take care of business anywhere.

Follow up on a late invoices, run payroll or update customer data from your mobile or tablet.

Paperless receipt tracking.

Snap photos of your receipts and link to transactions for easy tax prep.

75% of QuickBooks Online users say
working with an online accountant makes their
businesses run better.¹



We specialize in QuickBooks, offering accounting, consulting,
and bookkeeping services, including:

TAX | ASSURANCE | ADVISORY

Our specialized services include a dynamic range of offerings for niche projects, from Business Valuations & Succession Planning to Green Energy Tax Consulting.

Visit dmjps.com/services to learn more.

Ready to run your business the easy way? Let's chat.

dmjps.com



Is your business ready for the cloud?

Our team knows how to help business thrive in the cloud. We also know that every business has different needs. Find out if QuickBooks Online is right for you.

A photograph of a woman with long, wavy brown hair, wearing a blue patterned button-down shirt. She is sitting at a desk, smiling broadly and looking towards the left. Her hands are clasped on the desk. In the foreground, the back of another person's head and shoulder is visible, suggesting a meeting or consultation. A laptop is partially visible on the desk to the right.

Let's talk about the right software for your business.

Your business will thrive on cloud accounting if...

You want to be free to work where and when you want. QuickBooks Online brings you the power and efficiency of the cloud with real-time access to your books from any mobile device or computer.

Your business is multi-user or multi-location. A single QuickBooks Online Plus account can be used by up to five people, and multiple users can work on one file at the same time.

You want to make it easier to work with your accountant. QuickBooks Online lets our team access your books remotely to answer questions, fix problems, and get you ready for tax time.

You want to customize QuickBooks to fit your business. QuickBooks Online integrates with over 400 apps, so you can customize it to fit your unique needs and challenges.

You are tired of investing time and money in software upgrades. QuickBooks Online is zero maintenance software. It updates automatically so that you always have the latest software without the hassle.

The QuickBooks Online Advantage

	QuickBooks Online	QuickBooks Desktop
Create professional invoices	✓	✓
Track sales and expenses	✓	✓
Manage accounts payable	✓	✓
One-click sales and tax reports	✓	✓
Automatically schedule and send invoices	✓	
Work from a PC, Mac, smartphone, or tablet at any time ⁴	✓	
Instant file access for accountants ⁹	✓	
Connect to 300+ cloud-based apps ³	✓	
Automatically download bank transactions ¹	✓*	\$10–\$15 per month average
Phone support ⁵	✓*	\$89 for 90 days
Automatic data-encrypted back-ups ⁶	✓*	\$9.99 per month
Access to latest product and feature updates	✓*	\$299 annual upgrade
Cloud access (hosting) ⁷	✓*	\$40–\$200 monthly per user
Access for up to 5 users ⁸	✓*	Requires 5-user license
Calculate and rebill job costs		✓
Calculate discounts by customer		✓

* All features included in the base QuickBooks Online subscription



Our firm is ready to help you transition smoothly to the world of cloud accounting.

We specialize in QuickBooks, offering accounting, consulting, and bookkeeping services including:

TAX | ASSURANCE | ADVISORY

Visit dmjps.com/services to learn more.

Let's chat about the right solution to help your business thrive.

dmjps.com

1. Online services vary by participating financial institutions or other parties and may be subject to application approval, additional terms, conditions, and fees.
2. Based on Intuit Survey, 2014.
3. Each application subject to additional terms, conditions and fees.
4. QuickBooks Online requires a computer with a supported Internet browser (Chrome 41 or later, Firefox 36 or later, Internet Explorer 10 or later, Safari 6.2 or later) and an Internet connection (a high-speed connection is recommended). The QuickBooks Online mobile app works with iPhone, iPad, and Android phones and tablets. Devices sold separately; data plan required. Not all features are available on the mobile apps and mobile browser. QuickBooks Online mobile access is included with your QuickBooks Online subscription at no additional cost. Data access is subject to cellular/internet provider network availability and occasional downtime due to system and server maintenance and events beyond your control. Product registration required.
5. Phone support is free during the 30-day trial and included with your paid subscription to QuickBooks Online. Phone support is available Monday through Friday between 6 am - 6 pm PST. Your subscription must be current. Intuit reserves the right to limit the length of the call.
6. QuickBooks Online uses technical and administrative security measures such as, but not limited to, firewalls, encryption techniques, and authentication procedures, among others, to work to maintain the security of your online session and information.
7. QuickBooks Online - Data access is subject to cellular/internet provider network availability and occasional downtime due to system and server maintenance and events beyond your control. Product registration required. QuickBooks Desktop - QuickBooks Plus Solutions Hosting Service (powered by Right Networks) uses top-tier data centers and multiple layers of redundancy within its infrastructure to provide 24x7 availability. However, availability can vary, is subject to occasional downtime and may change without notice. Right Networks encrypts all backup files and backup tapes. Virtual desktop connections are protected via financial services industry-leading encryption and authentication. Each customer has a unique Right Networks virtual desktop. Access to each QuickBooks company file is controlled at multiple layers including file access permissions. Access is locked out after multiple failed login attempts for the same user. Security features, functionality and access are subject to change without notice as deemed necessary by Right Networks Test.
8. QuickBooks Online Essentials includes 3 user licenses. QuickBooks Online Plus includes 5 (or more) user licenses.
9. Invite up to two accounting professionals, such as your accountant or bookkeeper, to access your data. Once they accept your invitation they will automatically get signed up for QuickBooks Online Accounting, allowing them to access your data.



**Jennifer Caldwell
Billstrom, CPA**

FRACTIONAL CFO

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NC #34857

I have extensive experience in financial planning & analysis, forecasting, and budgeting processes. I enter a flow state when tapping my expert-level Excel and Sheets skills to use data to solve problems and illuminate opportunities.

My strong sense of curiosity drives collaboration across the organization to understand the flow of data and the impact of changes both upstream and downstream.

I have deep knowledge of business systems and integrations which makes solving data logistics puzzles fun. Zooming in to the details and out to the big picture is a natural strength of mine.

I am a talented project manager who works well independently and as part of a team. I appreciate teammates who use a clear is kind' approach to providing and receiving feedback.

I pay close attention to details, listen actively and I am continuously learning new technologies.

SKILLS

Advanced

Excel | Google Sheets | Data Studio | Connected Sheets
Leadership Experience | Detail-Oriented | Organized and Methodical
Collaborative Team Member | Systems Design and Implementation
Financial Planning & Analysis | Financial Reporting & Budgeting |
GAAP Database Management | Lean Manufacturing | Policy &
Procedure Design

Shopify eCommerce | Shopify POS | Google Analytics | Google
Forms QuickBooks | Bill.com | Insightly | MailChimp |
Ordoro

Intermediate

SQL Query | BigQuery | Apps Script | Gorgias | Klaviyo |
Tulip WordPress | HTML | Public Speaking | Power BI | Power
Query

Learning

Campaign Management | Mountain Biking



EDUCATION

Radford University, Bachelor of Business Administration in Accounting, 1996

MEMBERSHIPS

Member, American Institute of Certified Public Accountants (AICPA)

Member, North Carolina Association of CPAs (NCACPA)

CREDENTIALS

Certified Public Accountant (CPA)

COMMUNITY

Treasurer, Friends of the Fonta Flora State Trail

Board Member, Foothills Conservancy of North Carolina