

## VALUE BUILDER STORY:

# Accountant Earns Additional \$5,000/Month Per Client as a Value Builder Advisor

## BACKGROUND

Kirk McClaren is the CEO of Foresight CFO. Their main focus is advising CEOs of private businesses, helping them to grow through accounting and CFO services. McClaren believes that CEOs are an underserved portion of the market and aim to provide accounting consulting. McClaren has had a long history of successfully growing businesses, having built and sold his first company before graduating high school. In addition, McClaren served in the US army as well as decades of experiencing helping accelerate private businesses.

## BUSINESS CHALLENGES

As finance and accounting advisor for many years, McClaren began to notice Foresight CFO was missing out on a growing opportunity - growth and value building consulting. In McClaren's experience, he found that only discussing accounting matters provided a limited view of the business, and needed help showing CEOs how to improve other areas as well. McClaren knew he needed the help of a platform to showcase the qualitative aspects of the business in addition to the financials. The platform needed to include simple graphics and visualizations to help CEOs better understand other growth opportunities within their business.

In a new platform, McClaren was also looking for ways to make Foresight CFO a healthier and more profitable business. This meant enhancing their current advisory service and introducing a new revenue stream. By providing a more valuable offering to business owners, McClaren was hoping this would also lead to higher client retention. With these challenges in mind, Foresight CFO went on a search for an all-encompassing platform that fulfilled their needs.



## ADVISOR: KIRK MCCLAREN

**Type of Advisor:** Business Coach

**Number of Professionals:** 4

**Number of Years Established:** 30+

## RESULTS



Foresight CFO was able to grow their revenue by **250%** by implementing The Value Builder System™.



McClaren is able to drastically increase his client retention rates when using The Value Builder System™.

## KEYWORDS

Building Credibility, Becoming the Trusted Advisor

**MONETIZING VALUE BUILDER VIA**  
Qualifying and Engagement

## WHY THE VALUE BUILDER SYSTEM™

With The Value Builder System™ now part of his repertoire, McClaren has found the perfect complement to his accounting expertise. He is now able to provide a fuller picture of how a business performs and is reaping the benefits of a new revenue stream and stronger client retention.

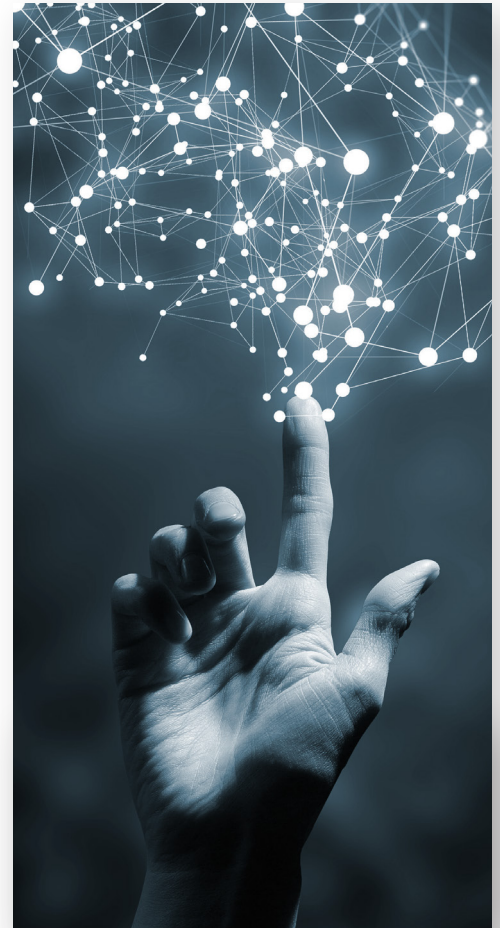
Prior to partnering with The Value Builder System™, McClaren was charging clients a monthly fee of \$2000 a month. Now with The Value Builder System™ integrated into his advisory service, Foresight CFO is charging an additional \$5000 a month, increasing revenues by 250%. McClaren was able to achieve his goal of showing CEOs other areas that can help increase value. In using The Value Builder Questionnaire, McClaren is able to indicate specific strengths and weaknesses of the business, providing a quantitative score based on each of the 8 Key Drivers of Company Value. With the ability to showcase this information and put forth strategies for improvement, Foresight CFO now provides a stronger advisory service to customers.

The Value Builder Questionnaire has also proven to be a key contributor to acquiring new engagements. In a matter of 15 minutes, business owners can complete the assessment and receive a detailed report on what areas need to be addressed. With this tool, McClaren has been able to help convert clients looking for accounting services into now seeking advisory for growth and value building. As McClaren describes it, ***“momentum gained through The Value Builder Questionnaire leads to more clients.”*** Foresight CFO has been able to provide both accounting and value building consulting in tandem, which has also helped to increase retention among clients.

When rolling out the value building advisory stream, McClaren was strategic in deciding the timeline for working with business owners. Operating within the framework of the 8 Key Drivers of Company Value, McClaren dedicates one driver per quarter to try and improve one area at a time. By allocating three months for each of the 8 Key Drivers, McClaren was able to extend his advisory timeline to a minimum of two years, while also giving structure and consistency to his service. Coupled with a high monthly fee, Foresight CFO has implemented a more predictable and sustainable revenue stream while keeping retention high. When discussing why this strategy works, McClaren said, ***“The reason our retention is so high is because you can hire people to do financial planning analysis but you can’t find many who can guide you in your growth.”***

## RESULTS

Foresight CFO has successfully expanded their service from only providing accounting consulting to now offering a more well-rounded advisory for growth and value building as well. In the process, they have been able to exponentially grow their revenue by 250% by implementing The Value Builder System™. This shift in strategy has also helped to improve retention with clients relying on advisory from Foresight CFO for up to four years. Enhancing their offering to include consulting for building value has helped McClaren and his team enter into a new market that will only continue to grow in the coming years.



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