



»» OnPoint CFO and Controller Services

Six words you'd never expect to hear from a white-collar accounting guy: I like getting my hands dirty. But that's exactly what Brian Clark says is his passion. Of course, he's not referring to digging in the garden. Clark enjoys delving into the diverse financial needs of his clients' businesses. Clark, a former partner of Clockwork Financial Services, is now launching his newest business venture, OnPoint CFO and Controller Services.

As the business climate changes during these turbulent economic times, business leaders are learning they have to pay attention to that old adage, "change or die." And in an evolving business world, many smaller businesses are outsourcing their financial services needs, ranging from preparing tax documents, to readying for an audit, merger plans or any variety of detailed financial needs.

That's why, says Clark, he decided this is the perfect economic climate in which to debut his new business, "The need for economic insight for business

owners is now more important than ever. We make that top-level insight available to companies who do not need a full time controller or CFO."

Many smaller or mid-size businesses do not require full time financial staff. That's where OnPoint steps in, says Clark. "With OnPoint, those businesses get top level financial advice and planning, without the added expense of benefits, planning, or human resource care for a full time standard financial staff.

What if a company does employ in-house financial experts, but needs additional financial guidance for special projects like a merger, acquisition, tax audit or investor IPO preparation. Again, a job for OnPoint. "Clients may need just an interim solution, perhaps when a key member of the accounting or finance team has left unexpectedly (or taken maternity or sick leave) for a few weeks or months, and they need an expert to step in immediately, or if there is a special project to undertake and

they just don't have the manpower to tackle it, we can help as well."

Clark says his business is growing, "We have ever-expanding industry clients, including physicians, technology companies, distribution firms, professional services and construction organizations. "

Clark believes OnPoint's services are ideal for start up businesses, which need the expertise of seasoned financial veterans.

The company offers anything from the basic interim bookkeeping and data entry support, to the more complex evaluations of equity transactions and budget preparation.

As the business blueprint changes and evolves, as businesses downsize from the standard in-house financial departments, as small businesses are born in home offices, a company like OnPoint fills a niche that enables companies of all sizes to serve and solve their financial mandates. ■