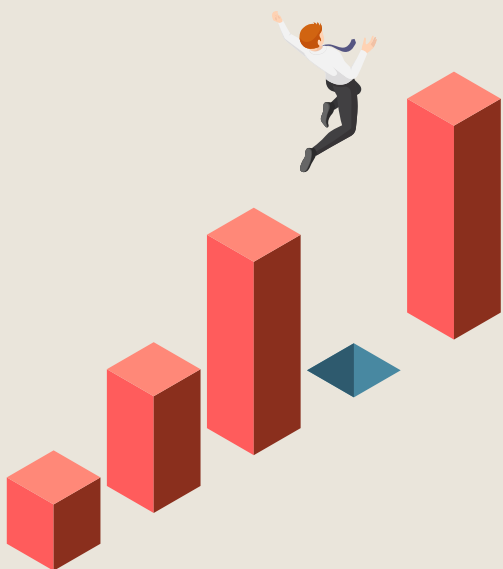


## Grow Your MSP With Fractional Leadership

### 1 Affordability

CFOs typically earn between \$150,000 and \$450,000 annually. To access top-tier financial expertise without straining budgets, many Managed Service Providers (MSPs) are adopting fractional leadership models, which provide high-level executive guidance on a more flexible and cost-effective basis.



### 2 Bridge The Gap

Business owners often find themselves stretched thin across various roles, which can impact their ability to make strategic decisions. By embracing fractional leadership, MSPs have reported up to a 30% improvement in productivity and overall operational performance.

### 3 Clear Insights

Approximately 70% of MSPs utilizing fractional financial leaders experience enhanced decision-making, as these experts provide unbiased, data-driven recommendations. This fosters more informed and proactive business choices, ultimately promoting long-term growth while minimizing risks.



### 4 Expertise

Our fractional leaders have deep expertise in MSP tools such as ConnectWise and PSA platforms, offering valuable insights to enhance efficiency and drive business growth. Around 70% of businesses leveraging fractional CFO services report better cash flow management and more strategic allocation of resources.

### 5 Big-Picture Focus

MSPs adopting fractional leadership often see 15-20% faster revenue growth, driven by more effective financial oversight, cost control, and strategic decision-making. This enables businesses to seize new growth opportunities and respond to challenges with increased agility.

