

J&F ADVISORS, PLLC PROVIDER SUMMARY

Motor City Match Awardees

COMPANY BACKGROUND

Founded in 2011 by Ashley V. Johnson, CPA and Robyn K. Fuller, CPA, J & F Advisors is a financial consulting firm committed to providing reliable, efficient, and invaluable accounting and tax services to small businesses, non-profit organizations, and individuals predominantly within the Metro Detroit area. Maintaining financial organization and literacy within a company is an essential piece to the survival and success of any business, and our goal at J & F Advisors is to be the premier provider of those critical accounting services, and to provide those services at a competitive price. Some of the services we offer include, but are not limited to: Virtual CFO Services, Small Business Accounting, Accounting Software Training, and Business Consulting.

Employees at J & F Advisors work closely with clients to identify current goals and objectives of the company. We help achieve those goals by providing value-added solutions which ultimately promotes strong financial health for the company. In addition, we strive to develop a long-term relationship built on trust, mutual respect, and most importantly our ability to continuously provide your company with financial leadership. By providing the right financial solution, we at J & F Advisors will not only support present success, but stimulate future growth and success for your business.

J&F Advisors has over 19 years of combined accounting and tax experience. Our team has demonstrated knowledge of Generally Accepted Accounting Principles (GAAP), Generally Accepted Auditing Standards (GAAS), and Statements on Auditing Standards (SASs). J&F Advisors has several years of experience leading and managing strong finance, accounting, and administrative teams providing management and leadership skills to the team and organization as a whole. Additionally, we have prepared financial statements, analysis, and budgets for not-for-profit entities, as well as assist various entities with the setup and implementation of accounting software. Key members also hold professional memberships with the American Institute of Certified Public Accountants (AICPA), Michigan Association of Certified Public Accountants (MICPA), National Association of Enrolled Agents (NAEA), and the Institute of Internal Auditors (IIA)

Lead CPA's



ASHLEY V. JOHNSON, CPA, EA

Ashley Johnson, born and raised in Detroit, is a well-rounded accounting professional, with over 10 years of experience in both public and private practice. She received a BS in Accounting from Wayne State University in 2008, followed by a MS in Accounting from Michigan State University in 2009. Upon completing her post graduate studies, she received her designation as a Certified Public Accountant in the State of Michigan, and recently received her Enrolled Agent licensure from the United States Department of the Treasury. Ashley is also very passionate about bringing positivity and optimism to the city of Detroit, and changing the way Detroit is perceived around the world.



ROBYN K. FULLER, CPA, CGMA

Robyn Fuller, a Detroit native, is a Certified Public Accountant and has worked in the accounting industry for just over 9 years. She is an alumnus of The University of Michigan, Stephen M. Ross School of Business, and Eastern Michigan University, where she received her Bachelor's and Masters' Degrees in Accounting. Robyn's experience includes financial and operational auditing across several platforms and industries. Recently, Robyn was recognized by the AICPA and MICPA as an Emerging Leader, and was a member of the 2014 Michigan Chronicle 40 under 40 of Metropolitan Detroit. Robyn is most passionate about making opportunities for the youth in Detroit.

SUMMARY OF SERVICES

J & F Advisors offers a wide array of accounting and tax services to our clients, ranging from Virtual Chief Financial Officer services to the preparation of business and personal tax returns. We take pride in tailoring an accounting solution to fit your company's needs and budget. Refer to the listing below for a description of services we provide at J & F Advisors.

Virtual Chief Financial Officer (VCFO) Services

J&F Advisors provides VCFO services to small businesses within Metro Detroit. Services offered are comprehensive of those offered by a traditional CFO, but work will be performed remotely, on a part-time basis, and at a fraction of the cost of hiring a full-time CFO. VCFO packages are customizable to your company's needs, and can include all or a few of the services outlined below:

- Monitor the financial health and well-being of the business via cloud technology
- Offer financial insight and guidance on all company decisions and issues
- Provide training to staff involved in the accounting process
- Create and monitor Key Performance Indicators (KPIs), which are measurable values that demonstrate how effectively your company is achieving key business objectives
- Profitability analysis by service and product line
- Assist with internal and external audits, reviews, etc.
- Business tax return and personal tax returns of owners
- Liaison with bankers, attorneys, vendors, insurance agents, etc.
- Development of company accounting procedures manual
- Budget preparation, including budget to actuals, as needed
- Monthly bookkeeping and reporting
- Monthly bank reconciliations
- Tax planning
- Complete payroll processing and payroll tax compliance
- Receive ongoing support for software issues affecting the accounting process



Small Business Accounting

Basic accounting packages are also available to small business seeking bookkeeping and financial reporting services only. J & F Advisors can help your business establish daily and/or monthly bookkeeping tasks, which will allow you to focus on the fundamental aspects of your business. These bookkeeping services can be performed by J & F Advisors, or we can train an employee to perform these duties for you. Small business accounting services typically include the following:

- Accounting software selection and implementation
- Weekly/Monthly bookkeeping
- Monthly bank reconciliations
- Monthly management reports

Business Consulting

If your company is in need of an expert opinion on a specific business plan or concept, J & F Advisors can assist you with making a decision that is most beneficial to your business needs. Whether you are looking for recommendations on an appropriate business formation, or the best accounting software for your business, J & F Advisors will perform a thorough analysis on several options, and recommend the best solution based on your company's goals and objectives. Business Consulting services we offer include, but are not limited to, the following:

- Business Structure Analysis
- Financial Statement Analysis
- Accounting Software Selection & Implementation
- Internal Control Evaluation
- Financial Projections
- Sensitivity Analysis
- Break-Even Analysis

Internal Control Implementation

Internal controls are methods put in place by a company to safeguard the integrity of financial and accounting information. J & F Advisors can evaluate your company's operations to determine if the appropriate controls are in place to ensure proper handling of resources and to protect yourself from employee theft. We assess your internal control systems to determine the efficiency and effectiveness of your operating procedures. Then, we make recommendations that help your company become stronger and more profitable by correcting any inefficient or ineffective operating procedures we find.

Tax Return Preparation

J & F Advisors offers high quality and efficient U.S. income tax preparation services. Whether you own a small business or are an individual, we have the skills to prepare your taxes in compliance with Federal and State tax laws. We offer the preparation of several types of returns including corporate tax filings, multi-state taxes and individual income tax returns.