

Kensington Business Solutions (KBS) is the one-stop solution provider for addressing many of the elements of running a small growing business in today's economy, including:

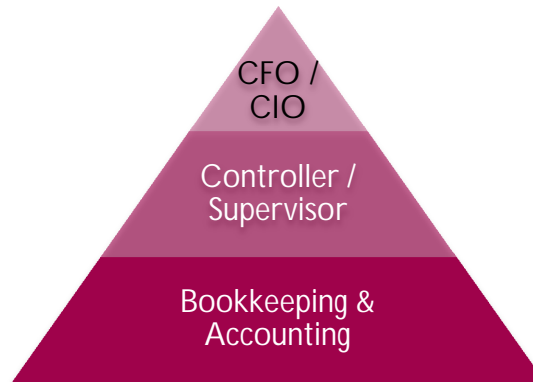
- Outsourced CFO (Strategic)/Controller Solutions (Supervision)
- Reporting / Planning / Strategy
- Accounting Department Solutions
- eCommerce Advisory
- Virtual Office/Technology Project Management

We have particular expertise working with:

- eCommerce of products or services
- Manufacturers (Spirits, Breweries, green products)
- Start-ups (especially following the 'Lean Start Up' models) and Serial Entrepreneurs
- Fast growing businesses looking for scalable solutions for their infrastructures
- Professional Service businesses (Marketing/Advertising)
- Virtual organizations
- Construction Contractors

Accounting Department:

- Do you know at any time your most profitable products and services, or your most profitable customers?
- Do you understand the cash flow cycle and have indicators of when and why your cash position is tight, adequate or temporary?
- Do you regularly generate financial reports that are current and actionable, or stale and cryptic?
- Is your accounting system capturing all the critical elements of your business, or, do you find yourself using other systems for reporting/information?



Statistics show that businesses that run their business by the numbers are more likely to sustain, grow and be profitable than those that are unable to do so. Running your business by the numbers requires three key components: Qualified staff, a compatible information system for capturing information, and management engagement.

At KBS, we view your accounting system as a knowledge gold mine, rather than as an administrative overhead requirement. The results of all of your company's operations (good and bad) show up in the financials. Here you have a wealth of information on customers, purchase habits and cycles - and the costs associated with delivering value to these customers. If your accounting database is designed properly, you can "drill down" into this untapped reservoir of information to uncover "pockets of profitability" (i.e. areas where you should focus your growth efforts). Properly structuring your accounting & financial reporting database can create a real strategic asset for your business.

Rather than just "data entry", KBS develops a scalable, flexible accounting department with the multiple skill levels needed by a growing business, regardless of their size:

- Your part-time Chief Financial Officer (CFO)/Chief Innovation Officer (CIO) –
 - As you grow, KBS can act as a key member of your leadership team improving financial results as well as your technology infrastructure, focusing on what benefits the business as a whole, as opposed to just the accounting functions.

- Your part-time Controller/Supervisor – Supporting and supervising the bookkeeping function, an experienced KBS team member can establish reviews, produce regular monthly reports, and staff a ‘bench’ to make sure your information collected aligns with your business model. KBS will also ensure that the processes for maintaining the information are well documented, and can be performed, and/or delegated to more than one qualified individual.
 - We train and transition client bookkeeping /accounting /administrative staff as needed. We build in data backup and security for every client. Your company’s information foundation is structured specifically for your business and with processes to ensure the data coming in is timely and accurate.
- Bookkeeping & Accounting – KBS provides bookkeeping functions that provide accurate, timely, and efficient entry of the accounting information. Software tools and processes are used whenever feasible to reduce or eliminate duplication of entry.

With KBS you can grow or scale back as needed. You have staffing and systems back-up so you are never at the mercy of a single staff member. And KBS has added expertise in setting up virtual office structures (see below) so you and your staff can be located anywhere.

Pricing depends on the complexity of your business, number of monthly transactions and urgency of turnaround.

Reporting/Planning/Strategy:

- Do you have a bookkeeping team in place, but just need help at the “top” of the accounting department pyramid?

On a project or regular (monthly, quarterly) basis KBS can provide high-level advisory and planning services:

Expert Advice

- Identify ongoing opportunities for streamlined processes, multiple system ‘integration’ and operations
- Advise on infrastructure technologies
- Guidance/advisory with respect to your business’ e-commerce
- Advice on human resources issues, management and infrastructure (including staffing analysis)
- Expert advice and proactive recommendations in all areas of business infrastructure: technology, human resources, operations, and internal processes

Generate Meaningful Reports

- Meet with you to define meaningful management reporting (e.g. Key performance indicators)
- Monthly production and review of financial reports, informal commentary provided when requested/necessary
- Liaison with tax accountant (including quarterly and year-end planning/compilation)
- Generate reports that are meaningful, accurate and timely so you can make informed business decisions that facilitate your company's growth

Forecasting and Growth Planning

- Create financial and project forecasts to support growth planning and strategy
- Quarterly client meeting to review financial performance/position

eCommerce /Technology Project Management:

- Do you have a shopping cart attached to your website? Is the payment/checkout process streamlined so you effectively capture revenue? Do you send/receive orders to/from suppliers and distributors? Do these eCommerce systems speak properly with your accounting systems?

With our experience assisting eCommerce businesses we can assist you in areas such as:

- Bridging the gap between accounting and website, including eCommerce integration
- Cloud based technology solution selection and supervision where KBS identifies, delegates and manages technology related services and providers
- Liaison for overall structuring and management of information systems structure
- Website advisory
- Developer supervision
- Shopping cart selection process

Virtual Office Setup:

- Is your company structured for growth?

Based on years of experience in both running a successful virtual business and helping many others along the way, KBS can provide you with expertise and guidance in setting up a scalable, sustainable virtual organization, so team members can work remotely and on different time schedules, if desired.

The Virtual office (central email, document storage, task delegation and follow-up systems) setup process includes:

- Documentation of key internal processes so any function can be picked up by another staff member in the event of changes
- Task delegation and follow-up systems
- Job descriptions so owner and other senior team members can continually delegate ongoing activities

About the Owner:



Robin Thieme is Founder, CEO and CAO (Chief Anticipation Officer) of [Kensington Business Solutions, LLC](#) (KBS) and [SoGo Workspaces, LLC](#).

With over 30 years of financial and accounting experience, a passion for the efficiencies that new technologies enable and a dedication to small businesses, Robin, supported by the KBS team, provides strategic guidance and system-based solutions to entrepreneurs.

Long before “cloud computing” was a mainstream term, Robin built her own company, KBS, as a virtual organization. She takes this same thoughtful approach to establishing efficiencies and solutions that fit the current business environment for her clients.

KBS provides outsourced CFO and accounting solutions, eCommerce and virtual business advisory expertise to startups (including Lean/Agile Start Ups), those in the eCommerce, manufacturing, professional service and general contracting industries. Robin is an anticipatory accountant that provides advisory services to her clients while building sustainable, growing, profitable and scalable businesses.

Robin has earned designations from the American Institute of Certified Public Accountants (AICPA), including Chartered Global Management Accountant ([CGMA](#)), Certified Information Technology Professional ([CITP](#)) and Certified Public Accountant (CPA-inactive). Recent certifications include [Certified Intacct Service Provider](#), [PlanGuru Advisor](#), and Certified LivePlan Expert ([LivePlan](#)) Robin is an active member of the Maryland Association of CPAs ([MACPA](#)) and a frequent speaker on accounting technology trends and tools. Her expertise coupled with decades of first-hand knowledge about the unique challenges faced by small businesses, enables her to serve as your trusted strategic advisor.