

A woman with long brown hair is holding a glowing lightbulb in her right hand. The lightbulb is positioned over four stacks of coins that increase in height from left to right. The background is softly blurred, showing the woman's face and upper body. The overall tone is warm and inspiring, symbolizing ideas and financial growth.

# **The Fractional Accounting & Advisory Services Toolkit**



**BARNES DENNIG**  
CPAs and Advisors

# Fast Facts



**HIGHEST PEER  
REVIEW RATING**  
11 Cycles / 33 Years

Hundreds of thousands of  
dollars raised for **United Way**  
and **ArtsWave** campaigns



Accounting Today's  
**TOP 100**  
Regional Leaders

**9,100+  
HOURS  
DONATED**  
supporting non-profits



**Forbes Most  
Recommended Tax and  
Accounting Firms**

 **220 Employees**  
**40 Directors**  
With Decision-Making Authority

Accounting Today's  
2025 Firms to Watch

We've developed this toolkit to support fast-growing organizations – like yours – in exploring how the fractional accounting model can be instrumental in reaching your financial targets.

If you've got a question or would like to learn more, our team of top fractional accounting professionals is here to help.

## The Right Way Round

The fractional model offers businesses and non-profits the opportunity to access the same level of advice and insight as an in-house resource but at a reduced cost, eliminating the need for additional full-time staff and associated overhead expenses. This toolkit provides an overview of how the fractional model works:

- in pinpointing resources that align perfectly with your specific needs
- when the fractional model works (and when it doesn't)
- how to be sure you're maximizing the value of your investment

## Get a Free Consultation

Check out the resources provided below, and if you've got questions or want to discover how the fractional model can aid your organization's growth, contact us for a complimentary consultation with one of our leading fractional accounting experts. We're here to help. [Connect with us for a free consultation.](#)

**A fresh perspective.**  
**A clear path to success.**

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# The Fractional Accounting Toolkit



## The Fractional CFO | Your Guide to Success

One of the most frequent questions we get about fractional CFO services is “What should my fractional CFO be doing?” The answer is...quite a bit. We’ve developed this guide outlining the primary responsibilities of a CFO, to help you make the most of this vital, valuable resource for fast-growing organizations – like yours.

[Download the guide](#)



## Is the Fractional Model Right for Your Organization?

The fractional services model is an innovative way to meet your talent needs and ensure your organization gets the financial insights and strategy you need to grow – before you’re ready for a full-time CFO or controller. In this video, learn about how the fractional model works, which organizations it’s a great fit for, and the difference between fractional services and traditional bookkeeping services.

[Watch now](#)



## Fractional Accounting Needs Assessment

For many business leaders, understanding what type of fractional resource you need can be complicated. We’ve developed this quick assessment to help you understand how fractional accounting could help you grow your organization sustainably.

[Take the assessment](#)



## Fractional Accounting Team Roles and Responsibilities

Fractional accounting covers every role from staff accountant to CFO – but how do you determine what best fits your needs? First of all, you’ve got the Barnes Dennig team to work with you and create a customized plan. But it’s helpful to have an overview of who does what.

[Get the guide](#)



## Fractional Accounting & Advisory Services FAQs

Ready to dig into the customizability of fractional services? Our Fractional team developed this list of questions they’re asked most often to help you find the solution that’s right for you.

[Get the FAQ](#)



## The Three Ts – and How They Help Move Your Business Forward

From the day you opened your doors, the 3 Ts – talent, technology, and techniques – have been cornerstones of your success. And while you may have moved well beyond your startup days, they still matter – just in different ways.

[Get the article](#)



## When Using a Fractional CFO Makes Sense – and When It Doesn't

A fractional CFO typically has extensive experience in strategic planning and financial strategy, forecasting, risk assessment, growth acceleration, and budgeting, and they can help you build a strong financial foundation. But there are cases where it may not be a good fit. Here's how to tell.

[Read more now](#)



## Fractional CFO Qualifications Checklist

Fractional CFOs can be deployed at any stage in an organization's lifespan, and they're most often brought in during periods of high growth. To make an informed choice as to who you have providing financial guidance for your future, we've created this checklist of key considerations.

[Get the checklist](#)



## A Collaborative Fractional CFO Helps Skyrocket Sales Margins

Cross-collaboration between the fractional CFO and other departments can illuminate efficiencies that make the whole company more productive and profitable. One Barnes Dennig fractional CFO utilized this fresh perspective to optimize his client's overall operations, adding value and driving growth.

[Read the success story](#)





## Ready for more?

If you think the fractional accounting & advisory model might propel your organization toward your goals, why not set up a free consultation with one of our top fractional accounting pros? As always, we're here to help.

### Cincinnati

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Cincinnati, OH 45202  
513.241.8313

### Kentucky

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Crestview Hills, KY 41017  
859.344.6400

### Indianapolis East

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Suite 200  
Indianapolis, IN 46250  
317.572.1130

### Indianapolis West

5342 W. Vermont St.  
Indianapolis, IN 46224  
317.241.2999

### Dayton

40 N. Main St. Suite 2000  
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