

## HOME PAGE

### **Strategic, Actionable Plans. Flexible Solutions.**

You've got a business to grow. Whether you're a start-up, or have been in business for decades, our team will meet you where you are *today*, and we'll help you get to where you want to be *tomorrow*.

Our team is passionate, tenacious and resourceful, and we will provide you with the very best customized bookkeeping solutions to meet the unique needs of your business...now and over time. Our goal is your growth.

We are Hope Financial Consulting.

We are a firm that thinks and acts like business owners, because we *are* business owners.

We have the ability to move beyond your current P&L and balance sheets to offer you a long-term view of the health of your business, with an objective, strategic and detailed profitability analysis of your company's products and services.

Through our 30+ years of combined experience, we have helped companies of various sizes and dynamics overcome their challenges, make the most of their opportunities and improve their business performance. Our personable and pragmatic team can become *your* team – listening, learning, advising, and acting on that advice.

Learn more about what our clients are saying about us through our testimonials page and see the leadership behind the success. We look forward to doing the same for you.

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## **SERVICES: BOOKKEEPING**

Bookkeeping doesn't need to be overwhelming. It's time to breathe easy.

Hope Financial Consulting can help you save money, reduce stress and make more informed financial decisions...because the best time to get a handle on your books is *now*.

Often, when business owners try to do their own bookkeeping or delegate it to a key employee, they wind up expending valuable time and energy that would be much better used towards growing the business.

Hiring an outsourced bookkeeping service such as ours, with controller oversight and a full-service offering, empowers you to focus on, manage and scale your business, without having to go through the trouble of hiring or training additional staff.

Finding someone you can trust to do the job well, stay with the company long term, and maintain confidentiality is no simple task. Hope Financial Consulting has the strong client references that give an owner peace of mind that their financial records *and* financial health are in good hands.

We have a passion for helping business owners grow the value of their companies and improve their profitability over the long term, and we really love bookkeeping...so you don't have to!

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## **SERVICES: FRACTIONAL CFO**

Jason Hope is a strategic, senior executive who will challenge your thinking, introduce new ideas and bring a fresh perspective to your company's finances.

In the role of fractional CFO, he will raise the level of sophistication of your finances and accounting, and will manage them both to support your company's continued growth through financial discipline, cash flow management, risk analysis and management.

He will provide significantly improved analysis, insight and business intelligence related to your company's financial results and operating data. He will invest the time to truly understand your business so he can present innovative solutions that help you achieve your goals.

He takes a long-term view of the businesses he helps, and brings a clear understanding of the level of profitability of each of their products/services and market segments.

His clients range from start-ups to larger corporations in industries including technology, medicine, law, general contracting, property management, commercial real estate development and investing, natural supplement e-commerce and marine transportation, among others.

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## **SERVICES: PRO FORMA**

Combine the dynamic power of expert accounting with the innovation of informed financial forecasting and add an Excel twist. That's our take on Pro Forma, and it's our blueprint to calculate the life and strength of your company over the next five to ten years.

For investors, it's a way for them to see how they will get their investment back. For the startup, it's a lifeline to help them see the variables that will determine their growth and give them a clear path forward to achieve that growth.

It's a dynamic custom tool, challenging to create and invaluable in its use, giving entrepreneurs, startups and investors a critical overview that can make the difference between just having a great idea, and actually getting it off the ground.

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## **SERVICES: PPP FORGIVENESS**

If your business received a PPP loan, we can set your mind at ease and assist you with navigating the forgiveness process. We have done a great many of these for a variety of clients in a wide range of industries, and we will ensure proper governance based on your individual needs.

To optimize your forgiveness, we take into consideration factors such as: eligible payroll and non-payroll costs, optimization and calculation of full-time equivalent employees (FTEs), salary computations, rehire exemptions, required documentation, as well as any other items that may relate to your particular forgiveness calculation.

Acting in accordance with the American Institute of Certified Public Accountants (AICPA) guidelines, we will ensure proper governance and can offer you and your investors peace of mind and a real sense of security over the process. You can have confidence that the complex PPP forgiveness calculations have been done correctly, and with the right methods, for your particular needs.

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## **OUR TEAM**

### **Jason Hope - CPA, CFA, Founder of Hope Financial Consulting**

Jason has over 15 years of experience working in accounting and finance at various private and non-profit organizations. He has had an active CPA license from the state of California since 2007 and has held the designation of CFA charter holder since 2010.

Jason started his career in the San Diego office of KPMG. His focus was in the audit and advisory functions for large public and private (including non-profit) organizations located in San Diego and the Southwest. Subsequently, Jason spent his time first as an equity research analyst, then in private equity as director of operations and fund controller, and finally in industry as a CFO. In industry, he oversaw all accounting and finance operations in the U.S. and Mexico for a privately-owned multinational organization.

Jason graduated from Brigham Young University with a B.S. degree in 2005 in Accountancy and a Master's in Accountancy in 2006.

### **Jen - Bookkeeper**

Jen graduated from the University of San Diego in 2005 with a B.S. in Accounting and a minor in Information Studies. She completed her Master's in Accounting at USD in 2006. In 2007, she started her career at KPMG in San Diego as part of the audit and advisory group. Jason and Jen worked together at KPMG for a brief period of time.

Between 2008 and 2015, Jen worked for a variety of well-established financial institutions including several large banks, and in 2020, she joined Hope Financial, and is now in the process of becoming an Enrolled Agent.

### **Brittany - Jr. Bookkeeper**

Brittany graduated from Brigham Young University in 2009 with a B.S. in Athletic Training, after which she became a certified and licensed athletic trainer, working with young athletes and assisted sports medicine doctors at the Intermountain Health Care Clinic in Utah.

In 2012, Brittany relocated to San Diego with her husband to start their family and had the first of her three beautiful children. She is a passionate runner and has completed four marathons and ten half marathons.

Brittany joined Hope Financial in April 2020.

### **Denise - CPA**

Denise graduated from The University of Texas at Austin with a BBA, majoring in Accounting. She began her accounting career working for a non-profit in the medical industry, and soon after earned her CPA license. She then worked in the occupational health industry at Concentra Health Services, where she was promoted to Cash Manager and then Division Accounting Manager.

After a move to San Diego, she worked in various accounting roles in the bioscience industry before putting her career on hold to raise her three children.

In the Fall of 2019, Denise joined Hope Financial.

### **Erin - CPA, Staff Accountant**

Erin graduated from Brigham Young University with a B.S. in Accounting in 2014, and then from the University of California at Irvine with a Master's in Accountancy in 2015.

She started her career at Ernst & Young as a tax staff from 2014 to 2016, transitioning to a firm in San Diego as a tax senior before joining Hope Financial in early 2019 as our first employee.

Erin is a fully licensed CPA for the state of California.

### **Laura - Bookkeeper**

Laura attended Brigham Young University and pursued a degree in Family Sciences. While there, she served an 18-month mission for the Church of Jesus Christ of Latter-Day Saints in Quito, Ecuador and Boston, Massachusetts.

Laura also helped put her husband through law school by working as the office manager for Aquatic Design Group in Carlsbad, CA. It was there that she learned she had a love and aptitude for bookkeeping. While raising their four daughters, Laura also managed her husband's law practice on a part-time basis.

Now, Laura loves to organize and gets a thrill from budgeting and reconciling bank accounts down to the penny. She's excited to bring her passion for organization to Hope Financial.