

# Service Level Terms (SLA) – CounselFi

Effective as of December 1, 2025

These Service Level Terms describe the deliverables, scope, and Client responsibilities that apply to each subscribed plan. They are incorporated into the Master Services Agreement (MSA) and referenced in applicable Proposals.

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## 1. Plans & Core Deliverables

CounselFi offers four service plans designed to meet different business needs. Each plan includes a dedicated team and specific deliverables as outlined below.

**Bookkeeping:** Essential bookkeeping with a Senior Accountant/Bookkeeper and Account Manager handling transaction processing, reconciliations, and monthly financial statements. Includes weekly cash reports, 1099 compliance, and year-end tax-ready reporting, with 2-business-day portal responses and 15-business-day month-end close.

**Foundation CFO:** Strategic CFO leadership with monthly planning calls, a Controller for reporting oversight, and expanded services including CEO dashboards, standard forecasting, and basic tax planning. Includes weekly/daily bookkeeping, account reconciliations, and 12-business-day month-end close, bridging basic bookkeeping and full strategic financial management.

**Growth CFO:** Full-service financial management with a dedicated CFO, Controller, and bookkeeping team handling daily transactions, plus monthly strategic calls for general strategy and financial package review. Includes strategic forecasting, scaling and growth planning, FP&A software setup, year-end tax review, and 10-business-day month-end close.

**Strategic Finance:** Strategic CFO services for clients with internal bookkeeping, featuring a CFO and Financial Analyst delivering monthly strategic calls, expanded financial analysis, and strategic forecasting. Includes 13-week cash flow forecasting, CEO dashboards, scaling and exit planning, FP&A software setup, and 10-business-day month-end analysis delivery.

*This table outlines what's included in each service plan. For each deliverable, we've provided a description of what we do and which plans include that service. Where you see specific frequencies (e.g., "Monthly," "Daily/Weekly") or response times, those are the service levels you can expect.*

<b>Deliverable</b>	<b>Bookkeeping</b>	<b>Foundation CFO</b>	<b>Growth CFO</b>	<b>Strategic Finance</b>
<b>Communication &amp; Calls</b>				
Strategic <b>CFO</b> Call: General Strategy & Business Review	–	Monthly	Monthly	Monthly
<i>Monthly strategic planning call with your CFO to discuss business goals, growth opportunities, operational challenges, and financial strategy. This is your time to think big picture and align financial decisions with business objectives.</i>				
Strategic <b>CFO</b> Call: Financial Package Review	–	–	Monthly	Monthly
<i>Monthly call with your CFO to review financial statements, discuss variance analysis, answer questions about the numbers, and provide strategic commentary on your financial position and trends. For Strategic Finance plans, this call reviews CounselFi's analysis and commentary on your bookkeeping team's prepared financial statements.</i>				
Month-End Coordination Call	–	Optional	1×/Month	1×/Month
<i>The Strategic Finance calls are optional (if the Client wants to use their time for this) and for the Foundation CFO it is optional for CounselFi if we have questions that require answers best discussed on a call instead of via the portal at the discretion of the accountant. For Growth CFO, we coordinate with your Operations Lead to align on any business changes that would impact financial reporting and</i>				

<i>analysis. For Strategic Finance, we coordinate with your Bookkeeping Lead to initiate the month-end close and hand over the books for our analysis work.</i>				
<b>Team &amp; Support Structure</b>				
1) CFO	–	Yes	Yes	Yes
<i>Your strategic financial leader who provides executive-level financial guidance, strategic planning, and business advisory services. Your CFO stays consistent – no rotating staff.</i>				
2) Controller	–	Yes	Yes	–
<i>Your accounting operations leader who oversees financial reporting quality, month-end close processes, and ensures accuracy and compliance across all accounting functions.</i>				
3) Senior Accountant / Bookkeeper	Yes	Yes	Yes	–
<i>Your day-to-day accounting expert who handles transaction processing, reconciliations, and maintains your books. They know your business inside and out.</i>				
4) Account Manager	Yes	Yes	Yes	–
<i>Your single point of contact who coordinates the team, manages communication, ensures deliverables are met on time, and keeps everything running smoothly.</i>				
5) Financial Analyst	–	–	–	Yes
<i>Your analytical support resource who works with your CFO to analyze financial data from your bookkeeping team, prepare forecasts and budgets, build financial models, and support</i>				

<i>strategic decision-making. They transform your accounting data into actionable insights.</i>				
<b>Day-to-Day Accounting</b>				
Chart of Accounts Setup & Review	Onboarding	Onboarding	Onboarding	Onboarding
<i>We will review and optimize your Chart of Accounts during onboarding to ensure proper account structure, industry-appropriate classifications, and alignment with reporting needs. Includes cleanup of unused accounts and standardization.</i>				
Bookkeeping	Monthly/Weekly	Weekly/Daily	Daily	–
<i>We will post all transactions for cash and cash equivalents accounts according to the schedule shown above, and will send you a weekly “Cash Report” that contains a summary of the posted transactions. Bookkeeping frequency (Monthly/Weekly, Weekly/Daily, Daily) does not change the base plan price. Frequency can be negotiated as part of the agreement, with potential discounts available for monthly cadence. The ambiguity in the table (Monthly/Weekly, Weekly/Daily) is intentional to allow flexibility in negotiation.</i>				
Transaction Review	Yes	Yes	Yes	–
<i>We will review transactions for accuracy and completeness, including: transactions without payees, expense inconsistencies, transactions coded to parent accounts, large transactions exceeding thresholds, missing attachments, and auto-added transactions. Any questions will be sent to you via the Client Portal.</i>				
Payee/Entity Review	Yes	Yes	Yes	–

<i>We will review vendors, customers, and accounts for data quality, including: newly added vendors/customers/accounts, duplicate vendors/customers, and proper entity setup. We will clean up duplicates and flag any items that need your review.</i>				
A/R, A/P, Job Costing Oversight	Yes	Yes	Yes	–
<i>We will provide ongoing oversight of Accounts Receivable aging, Accounts Payable management, and Job Costing accuracy (if applicable). This includes reviewing aging reports, identifying collection issues, monitoring vendor payment timing, and ensuring job costs are properly allocated.</i>				
1099 Compliance Management	Year-round	Year-round	Year-round	–
<i>We will track and classify vendors for 1099 compliance throughout the year and maintain proper documentation. 1099 form preparation at year-end is available as an add-on service.</i>				
<b>Cash Management</b>				
Weekly Cash Report	Weekly	Weekly	Weekly	Weekly
<i>We will send you a weekly report showing the change in cash and cash equivalent accounts by GL Account. This helps you see where your cash is going without having to log into your bank account(s). For Strategic Finance plans, your bookkeeping team provides the transaction data, and CounselFi formats it into the weekly report.</i>				
Account Reconciliations	Monthly	Monthly	Monthly	–
<i>We will reconcile all bank, credit card, loan, and other balance sheet accounts</i>				

<i>according to the schedule shown above. Each reconciliation includes reviewing the account ledger, verifying ending balances match bank statements, investigating unreconciled items, and uploading supporting documentation.</i>				
13-Week Cash Flow Forecast	–	–	Yes	Yes
<i>We will create and maintain a rolling 13-week cash flow forecast to help you anticipate cash needs, plan for upcoming expenses, and avoid cash crunches. For Strategic Finance plans, this forecast uses financial data provided by your bookkeeping team.</i>				
<b>Reporting &amp; Analysis</b>				
Monthly Financial Statements	Yes	Yes	Expanded	Expanded
<i>We will prepare and deliver monthly financial statements including Profit &amp; Loss and Balance Sheet with variance/flux analysis that flags significant account deviations from historical averages. Statements are delivered through the Client Portal and include footnotes for key items requiring attention or explanation. <b>Expanded</b> (Growth CFO and Strategic Finance): CounselFi reviews and expands them with strategic analysis, commentary, and insights.</i>				
CEO Dashboards & KPIs	–	Yes	Yes	Yes
<i>We will create customized dashboards and KPI tracking reports tailored to your business priorities. These may include metrics pages with graphs from your financials, custom performance indicators, and visual representations of key business metrics.</i>				
<b>Strategic Planning &amp; Forecasting</b>				

Forecasting & Budgeting	–	Standard	Strategic	Strategic
<i>We will create annual budgets and rolling forecasts to help you plan for growth, manage cash flow, and make informed business decisions. <b>Standard</b> (Foundation CFO): Top-down forecasting using template-based tools. <b>Strategic</b> (Growth CFO): Top-down and bottom-up forecasting with customizations and coordination with leadership team. <b>Strategic</b> (Strategic Finance): Top-down forecasting approach; bottom-up forecasting available as a \$X/m add-on service.</i>				
Long-Term Strategic & Tax Planning	–	Basic	Strategic	Strategic
<i>We will work with you on multi-year strategic planning, tax optimization strategies, entity structure planning, and proactive tax planning to minimize liabilities and support your long-term business goals. <b>Basic</b> (Foundation CFO): One-time or periodic tax planning coordination. <b>Strategic</b> (Growth CFO and Strategic Finance): Year-round coordination with outside tax accountants, including multiple checkpoints throughout the year.</i>				
Scaling, Growth, Exit Planning	–	–	Yes	Yes
<i>We will provide strategic guidance on scaling operations, preparing for growth milestones, optimizing for acquisition or sale, and building financial infrastructure to support your business evolution and exit strategy.</i>				
<b>Year-End &amp; Tax</b>				
Year-End Tax Ready Reporting	Yes	Yes	Yes	–
<i>We will prepare year-end financial statements and supporting schedules</i>				

<i>in tax-ready format for your CPA. This includes reconciled balance sheet, detailed P&amp;L, depreciation schedules, and any required adjustments to ensure your books are audit-ready.</i>				
Year-End Tax Review	–	–	Yes	Yes
<i>We will coordinate with your CPA to review tax filing requirements, provide necessary documentation, answer questions, and ensure smooth tax preparation. Includes tracking tax deadlines, managing extension requests if needed, and post-filing reconciliation.</i>				
<b>Systems &amp; Technology</b>				
FP&A Software Setup & Maintenance	–	–	Yes	Yes
<i>We will set up and maintain your financial planning and analysis software tools, including dashboard configuration, data integration, template creation, and ongoing optimization to ensure your FP&amp;A stack runs smoothly.</i>				
Internal Financial Reporting Takeover	–	–	Yes	Yes
<i>We will assume responsibility for your internal financial reporting processes, working with your existing bookkeeping team to standardize reporting, implement best practices, and deliver consistent management reports to your leadership team.</i>				
<b>Response Times &amp; Service Standards</b>				
Client Portal Response Time (in business days)	2	2	1	1
<i>Time to respond to questions submitted through the Client Portal</i>				



<i>during business hours.</i>				
Email Response Time (in business days)	Not supported	Not supported	1	1
<i>Time to respond to email inquiries during business hours.</i>				
Month-End Close Delivery (in business days)	15	12	10	10
<i>Final monthly financial statements delivered by this business day of the following month. For Strategic Finance plans, CounselFi's analysis and commentary on your bookkeeping team's prepared statements is delivered by this date, though timing may depend on when your internal team completes their financial statements.</i>				

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## 2. Add-On Services (Optional)

<b>Add-On Service</b>	<b>What's Included</b>	<b>Rate</b>
<b>Financial Operations</b>		
Accounts Receivable Support	Collections management, aging review, customer communication, dispute resolution	Custom quote
Accounts Payable Support	Payment scheduling, vendor management	Custom quote
Payroll Support	Payroll processing coordination, compliance review, payroll tax monitoring, multi-state payroll support	Custom quote
Sales Tax & Compliance	Sales tax filing, nexus analysis, compliance monitoring, multi-state registration	Custom quote
<b>General</b>		
CFO Projects	Fundraising support, M&A due diligence, financial modeling, board presentation preparation	Custom quote
Financial Planning & Analysis (FP&A)	Advanced financial modeling, scenario planning, driver-based forecasting, KPI dashboard development, variance analysis, and strategic financial analysis beyond standard forecasting	Custom quote
Construction Services	WIP schedules, certified payroll, prevailing wage compliance, job costing optimization	Custom quote
1099 Preparation	Year-end 1099 form preparation and filing for vendors, contractors, and other 1099-eligible payees	Custom quote
Block of Hours	Project-based work outside standard scope	\$350/hr (CFO), \$175/hr (Controller/Staff Accountant), \$75/hr (Associate/Bookkeeper)

### 3. What's Not Included

The following services are not included in standard plans and require separate engagement or coordination:

- **Tax Preparation & Filing** – We coordinate with your CPA but do not prepare or file tax returns
  - **Legal or HR Advisory** – We provide financial guidance, not legal or human resources advice
  - **Investment Management** – We do not manage investments or provide wealth advisory services
  - **Audit Services** – We prepare audit-ready financials but do not perform audits
  - **Direct Collections** – We provide AR aging and strategy but do not make collection calls (available as add-on)
  - **Direct Payroll Processing** – We coordinate with your payroll provider but do not process payroll (add-on available)
  - **Business Valuation** – Formal business valuations require separate engagement
  - **Litigation Support** – Expert witness or litigation consulting requires separate agreement
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## 4. Client Responsibilities & Expectations

*To ensure we can deliver great work on time, we ask that you fulfill the following responsibilities.*

### 1. Access & Collaboration

To do our best work, we'll need access to key systems, documents, and people. This may include:

- Bank and credit card statements
- Payroll reports
- Prior financials and/or tax filings
- Access to accounting and payroll platforms (e.g., QBO, Gusto)
- Access to your CRM to reconcile Accounts Receivable

We also ask that you designate one point person for approvals and questions. Responding within 3 business days or less helps keep everything moving smoothly.

### 2. Transition support

When CounselFi takes over financial functions previously handled by you or another party, we ask that you provide documentation or a brief walkthrough of the prior process, where available. This helps ensure a smooth and accurate transition. If documentation does not exist,

you agree to allocate time to work with our team to document the necessary processes together.

### **3. Tools that make it work**

Client will maintain and pay for access to any outside tools needed for our work (QuickBooks or accounting software, payroll platforms, or bill pay systems)

### **4. Communication and collaboration**

To keep things organized and efficient, we'll collaborate through the CounselFi Client Portal; that's where you'll upload documents, answer questions, and chat about transactions with the team. Staying in the loop here helps us stay on schedule and hit deadlines. Please note that communication or collaboration outside of the portal may result in delayed responses or no response at all.

### **5. Sharing accurate information**

We rely on the information you provide to do our work. Please make sure it's as accurate and complete as possible. If something's missing or incorrect, it could delay deliverables.

### **6. Staying compliant**

While we support your financial goals, you're responsible for legal and regulatory compliance (unless we've agreed in writing to handle something specific). Our role is financial strategy and guidance, not legal advice.

### **7. Out-of-scope work**

If you need help outside your current service plan, no problem, just let us know. We'll confirm the details and pricing before getting started on anything extra.

### **8. Premium-level support (if applicable)**

If you're on a higher-tier plan, you may have access to faster response times, more direct contact with the team, and priority scheduling. We'll let you know if that applies to your plan.

### **9. If things get off track**

If these responsibilities on your end are delayed and it significantly affects our ability to deliver, we may need to adjust timelines or fees, but we'll always communicate first.

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## 5. Scope Adjustments

- If the scope of services materially exceeds what was outlined in your Proposal, CounselFi may propose adjustments to the service level or fees. We'll always communicate these changes in advance and work with you to find the right solution.
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