



HANCOCK FRACTIONAL CONSULTANTS

2025 Company & Services Overview

OUR MISSION

The Hancock Fractional Consultants mission statement is:

“To ensure the success of small-to-medium sized businesses by providing superior financial leadership, precise accounting, and strategic insights through fractional CFO, Controller, and Accounting services.

We are committed to ensuring financial clarity, efficiency, and growth for our clients, providing them with finance operations excellence and informed decisions with confidence.

Our team delivers expert solutions tailored to each client’s needs, focusing on long-term success, transparency, and fiscal responsibility.”

OUR HISTORY

Many small-to-medium sized companies do not have the breadth, experience or financial standing to hire and staff full-time professional CFO, Accounting and Finance personnel. This is where HFC's services become invaluable – as they are available on an as-needed basis at fractional cost, based on the individual requirements of the Client.

Hancock Fractional Consultants ("HFC") was established in 2022 by Laura Rodgers, a degreed Finance and Accounting professional who envisioned a better way to provide fractional CFO, Finance & Accounting services to small-to-medium sized businesses.

Laura's extensive experience in the large corporate, private equity and non-profit sectors gave her the insights and initiative to offer smaller enterprises world-class financial & accounting services on-par with the most notable companies in the world.

HFC's main goal is to ensure that clients are afforded current, relevant and industry-standard services and products in-accordance with General Accepted Accounting Practices (GAAP) as established by the Financial Accounting Standards Board ("FASB") & any Governmental & Regulatory requirements as applicable.

HFC's portfolio of professional Consultants is a diverse team. Hand-picked to offer Clients tailored fractional solutions to their CFO, finance & accounting requirements in accordance with current standards and regulatory requirements.

OUR TEAM



Laura Rodgers, Founder & CEO

Laura Rodgers brings over 30 years' experience in the fields of Accounting, Finance and CFO Advisory. As a degreed Accountant, Laura has served in finance and accounting roles for international corporations, major manufacturing companies, aerospace, medical and general industrial. Laura maintains specific expertise in the areas of non-profit operations and small business. Laura has extensive experience working with Private Equity as well as in the areas of Mergers & Acquisitions. Laura also serves on corporate Board-of-Directors in finance & strategy

Kelly Hayes, Controller & MBA

Kelly Hayes has over 30 years' experience in accounting and finance. As a previous small business owner, Kelly is sensitive to the needs of small-to-medium sized enterprises. Her extensive experience includes roles and support for:

- SaaS
- Advertising firms
- Automotive / Freight & Logistics
- Hospitality / Gaming / Retail / Manufacturing
- Public utilities / Petroleum / Telecommunications

Kelly is a seasoned financial professional in full-cycle accounting, process improvement and team leadership. Her leadership experience extends to managing and training teams, enhancing client communications and fostering collaborative work environments.

Kelly is uniquely poised to deliver superior financial oversight and innovation.

Diana Bistran, CPA (Canada), Controller & Finance Professional

Diana Bistran brings over 10 years' experience in fractional accounting and finance for small-to-medium sized businesses as well as not-for-profit organizations. With specific expertise in operational accounting, Diana is well placed to implement, coordinate and supervise financial accounting operations. Her extensive experience includes roles and support for:

- Hospitality / Hotel / Guest Services
- Construction Firms
- SaaS / E-Commerce Concerns
- Non-Profit Organizations / Accounting Practices

Diana is a committed financial professional in full-cycle accounting, process improvement and team leadership. Her leadership style is collaborative, and she fosters open communications, teamwork and excellence in financial operations.

OUR SERVICES

The Services outlined below are provided to Clients as per the rates & charges specified within the HFC Client Services Agreement

FINANCE STRATEGY

Service options available:

- Corporate Finance & Capital Structure Advisory
- Financial Planning & Analysis (FP&A)
- Risk Management & Mitigation



FINANCE OPERATIONS

Service options available:

- Accounts Payable / Receivable
- Cash Flow & Working Capital Management
- Data Management & Financial Systems Integration (QuickBooks, e.g.)
- Expense Management & Cost Control (budget allocation)
- Financial Reporting & Compliance
- Internal Controls / Risk Management
- Payroll Administration (working with designated payroll service provider)



TREASURY & CASH MANAGEMENT

Service options available:

- Bank Account Management (Fiduciary)
- Cash Management & Cash Flow Forecasting
- Debt & Capital Management
- Consolidated Statements for banking and covenant requirements



GENERAL ACCOUNTING

Service options available:

- Accounts Payable / Receivable Support
- Audit Preparation & Support
- Bookkeeping & Transaction Processing
- Budgeting & Forecasting Support
- Financial Statement Preparation
- Fixed Assets & Depreciation Management
- General Ledger Maintenance (Chart Of Accounts)
- Month-End / Year-End Close



CFO ADVISORY

Service options available:

- Board of Directors Support and Advisory
- Capital Structure Advisory
- Financial Transformation and Process Improvement
- Investor Relations and Communications Strategy
- Strategic Financial Planning and Analysis
- Treasury Management
- Turnaround and Restructuring Advisory



OUR PRODUCTS

Unlike our Services, Hancock Fractional Consultants offers our clients defined products containing functional or analytical activities for a fixed fee.



INITIAL CLIENT CONSULTATION: 1 HOUR

This is the initial call with Clients to understand what Services & Products may be needed depending on their operations. Some topics to be discussed will include:

- Client Overview (Understand Your Business)
- Financial Needs
- Initial and Long-Term Strategies
- Schedule & Period-of-Performance / Required Roles

HEALTH ASSESSMENT: 10 HOURS

The Health Assessment consists of a detailed analysis of the Client's financial & business stature to make informed decisions on strategy, finance and operations. It is also used to determine the level of Services that may be required by the Client.

Areas to be reviewed include:

- Income Statement
- Balance Sheet
- Chart of Accounts
- Integrations (manual vs. automated systems / ERP)



BASIC SERVICE PLAN: 10 HOURS/MONTH

The Basic Service includes basic financial & accounting support to small-to-medium sized businesses.

Essential Services include:

- General Accounting
- Bookkeeping (day-to-day AR / AP & Account Reconciliation / Journal Entries)
- Transaction Processing (Credit Cards / Expense Management)



OUR PRODUCTS CONT'D

Unlike our Services, Hancock Fractional Consultants offers our clients defined products containing functional or analytical activities for a fixed fee.



PRO SERVICE PLAN: 20 HOURS/MONTH

The Pro Service Plan includes all the Services of the Basic Plan, plus:

- Month-End & Year-End Closing
- Monthly, Quarterly, and Year-End Financial Statement Review
- *Twice Monthly Scheduled Calls with HFC Consultant (30 min. per call)

** Video conferencing available via Teams, Zoom, GoTo.*



ELITE SERVICE PLAN: 40 HOURS/MONTH

The Elite Service Plan includes all the Services of the Pro Service Plan, plus:

- CFO Advisory
- Budget & Cash Flow Management
- Strategic Advisory
- Board Representation
- Bank and Investor Relations and Communication Strategy
- Payroll Processing



BESPOKE SERVICES:

HFC understands the needs of small-to-medium sized business and may tailor our Services & Product levels to meet your needs. Contact us today to customize your level of world-class services.





Let's Discuss Your Financial Goals

Reach out to us to explore how Hancock Fractional Consultants can elevate your financial strategies and drive your business towards success.

Key Contacts

Laura Rodgers, Founder & CEO:

Kelly Hayes, MBA & Controller:

Diana Bistran, CPA (Canada) & Controller:

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