

Master the Numbers. Scale with Confidence.

A flexible financial operations partner for growing businesses—enabling leadership to focus on driving strategy while we manage core bookkeeping, build internal controls, and provide high-level executive guidance.

"No job is too small, and no finance structure is too complex. We step in right where you need us most—from daily routines to executive board oversight."

Core Service Pillars

Essential Bookkeeping

- ❖ Day-to-day transaction processing & ledger management
- ❖ Bank reconciliations, payroll coordination & VAT filings
- ❖ Clearing historical backlogs & receipt catch-up



Financial Control

- ❖ Dynamic rolling cash flow forecasting & runway management
- ❖ Margin analysis & cost-base optimisation
- ❖ Year-end audit preparation & clean trial balances

Fractional Leadership

- ❖ Senior FD oversight without full-time executive overhead
- ❖ Executive board reporting & KPI tracking
- ❖ Operational workflow & process integration



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Why Choose Fractional Support?

❖ Zero Rigid Packages

Tailored engagement models designed around your precise operational rhythm.

❖ Immediate Relief

Hands-on integration into your current software (Xero, QuickBooks) and workflows.

❖ Scalable Control

Pay only for the exact days or support level required as you grow.

About Us & Strategic Partnerships

Experience & Leadership

Founded by **James Butler**, Butler Strategia delivers over 25 years of hands-on expertise in financial management, commercial strategy, and SME operations. Having operated extensively inside founder-led environments, we understand the friction points, cash flow pressures, and structural hurdles that business owners navigate daily.

Who We Partner With:

SME Founders & Business Owners

Gain full visibility over cash flow and margins, eliminate routine bookkeeping headaches, and make confident growth decisions backed by real-time numbers.

Accountancy Practices

Partner with an operational specialist who delivers immaculate, audit-ready financial records, freeing your team to focus on high-margin advisory services.



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CLIENT SUCCESS SPOTLIGHT

❖ The Challenge

A scaling, regulated investment firm facing severe back-office financial complexity, un-reconciled ledgers, and critical cash visibility gaps.

❖ The Solution

Embedded on a flexible 2-day-per-month fractional basis to systematically clear historical backlogs, construct a dynamic rolling cash model, ensure delivery of essential timely reporting to the Executive Board, and enforce regulatory control mechanisms.

❖ The Impact

- ✓ Restored immediate cash visibility across all operational accounts.
- ✓ Delivered full audit-readiness and regulatory compliance.
- ✓ Empowered executive leadership to scale the business with confidence.

Ready to Strengthen Your Financial Foundations?

We invite you to discuss your financial operational challenges and explore how a fractional partnership can help drive your business forward.

Email: ButlerStrategia@gmail.com

Location: West Midlands (UK-wide Remotely)

LinkedIn: [linkedin.com/in/butlerstrategia](https://www.linkedin.com/in/butlerstrategia)

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