



Scope of Services

The technical detail behind the three published tiers: what is counted, how each balance is treated, what gets delivered and when, and where the boundaries of the engagement sit. Written for an accountant, a lender, or anyone who wants the specifics behind the plain-language pricing page.

DUNNING FINANCIAL BOOKKEEPING & ADVISORY FOR SMALL BUSINESSES

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01

Tier specification

All prices are in CAD. Monthly fees and onboarding are plus applicable taxes. Scope changes are tier changes; there are no à-la-carte add-ons. Monthly Books and Business Insight are open to new clients at the published fee. Fractional CFO is taken on only for businesses already under engagement, and is quoted rather than listed.

	Monthly Books	Business Insight	Fractional CFO
COMMERCIAL TERMS			
Monthly fee, CAD plus applicable taxes	\$500	\$1,400	By arrangement
Onboarding & clean-up, from, plus applicable taxes	\$750	\$1,800	By arrangement
Primary need	Monthly accounts	Client margins and planning	Financial direction
Availability	Open	Open	Existing clients only
VOLUME THRESHOLDS			
Transactions per month (bank/card feed lines)	150	400	Uncapped
Bank and card accounts reconciled	2	4	Uncapped

	Monthly Books	Business Insight	Fractional CFO
Legal entities	1	1	Up to 3, consolidated
SMALL BUSINESS REPORTING			
Income and direct costs by line of work	Yes	Yes	Yes
Client deposits, advance receipts and prepaid expenses	Yes	Yes	Yes
Client and project margins *	Not included	Yes	Yes
Recurring revenue changes and supplier billing checks, where applicable *	Not included	Yes	Yes
Cost per service hour *	Not included	Yes	Yes
Expansion and acquisition financial planning	Not included	Not included	By agreement
REPORTING			
Statements and KPI pack	Bus. day 10	Bus. day 10	Bus. day 10
Budget vs actual with variance commentary	Not included	Monthly	Monthly
13-week rolling cash flow	Not included	Yes	Yes
Board or bank reporting pack	Not included	Not included	Quarterly
ACCESS			
Advisory calls	Not included	Monthly, 30 min	Bi-weekly
Support response	2 bus. days	1 bus. day	Same day, direct line

* These reports need more than the ledger: time recorded by client and project, contract and billing records, and identifiable supplier charges. Missing data is not replaced with assumed hours or estimated quantities. Availability is assessed before engagement and confirmed in writing at onboarding. See *Availability of measures* in section 04.

02

Definitions and counting rules

Transaction

One line item arriving through a connected bank or credit card feed. Job records, time entries, invoices in business systems, and internal transfers between counted accounts are not themselves transactions for tier purposes. Volume is assessed on a trailing three-month average; a single seasonal spike does not move a tier.

Reconciled

Every counted account agreed to the closing balance on the third-party statement, with any reconciling item identified, aged, and either cleared or carried with an explanation. An account is not treated as reconciled while an unexplained difference remains.

Line of work

Revenue and direct costs are segmented by the services and lines of work agreed at onboarding. Project work, recurring services and incidental product sales are separated where relevant. Internal tools and general overhead are kept separate. Bundled services are mapped consistently using the contract and available billing detail.

Client contribution and cost per service hour

Client contribution is earned client revenue less attributable delivery labour, subcontractors and direct supplier costs, such as materials and client-specific subscriptions. It is not company net profit: sales, administration and other overhead still have to be paid.

`client contribution = earned client revenue - attributable delivery labour - direct supplier costs`

Cost per service hour divides the agreed delivery cost pool by recorded client-service hours, including time covered by fixed-fee contracts. Cost allocations and time-record coverage are documented before using the result to compare clients or periods.

Monthly recurring revenue

The monthly equivalent of active recurring charges, with new, changed and ended contracts shown separately where recurring contracts and billing records support it. One-off work and product sales are excluded. This management measure is reconciled to the contract records; it is not the same as cash collected or the month's total accounting revenue.

Business day 10

The tenth business day of the month following the period being reported, excluding statutory holidays in the client's jurisdiction. The clock starts only once all source material for the period is available; delays in third-party statements or receipts move the date, and I flag that at the time rather than after the fact.

03

Accounting treatments applied

Policies are agreed from the client's contracts and accounting requirements, documented at onboarding, and applied consistently. The treatments below describe the work, with each treatment based on the terms of the relevant client agreement.

Service agreements and advance payments

Amounts received before the related service is delivered are tracked as deferred revenue and recognised as the agreed service obligations are met. For an evenly delivered ongoing service, this will ordinarily follow the coverage period. Setup fees, bundled items, cancellations and refunds are reviewed against the contract rather than treated automatically as monthly service revenue.

Prepaid expenses and supplier commitments

Prepaid costs, such as annual insurance and software subscriptions, are released over the period to which they relate under the agreed accounting policy. Client-delivery costs are separated from tools used to run the business. Known renewal dates and committed payments feed the cash forecast in Business Insight and above; paying monthly does not by itself mean a contract can be cancelled monthly.

Projects, incidental product sales and deposits

Project deposits are tracked separately from earned revenue. Goods bought for resale are identified separately from equipment owned by the business, with any stock balance supported by client records. Timing of project revenue and related costs follows the agreed policy and delivery evidence. Business Insight adds project-level cost reporting where time and purchases can be linked to the work.

Client delivery costs and billing checks

Supplier charges are matched to the relevant client or service where identifiers are available. Business Insight compares those charges and quantities with client billing and flags differences for review. A bundled contract may legitimately cover an item without a separate invoice line; a difference is not automatically a billing error. Gross-versus-net presentation of resale revenue is agreed with the client's accountant where judgement is needed.

Labour segmentation

Payroll is split between service delivery, sales and administration using role and time records. Business Insight uses recorded time to allocate delivery labour to clients and projects, including work covered by fixed monthly fees. Unallocated or missing time is disclosed; it is not silently assigned to make the reports balance.

Sales tax and payroll balances

Recorded sales tax and payroll balances are reconciled to available reports and remittances. Questions about treatment, including cross-border or mixed-service sales, are raised with the client's filer. Tax filing and payroll processing remain outside this engagement.

04

Monthly deliverables

Statements

- Profit and loss, segmented by line of work
- Balance sheet
- Cash flow statement
- Comparative prior period and year to date

Supporting schedules, every tier

- Deferred service revenue and prepaid expenses
- Aged receivables and deposits held
- Supplier balances and recorded stock, where applicable
- Service delivery payroll and overhead split

Business Insight and above

- Client contribution after direct delivery costs
- Project margins using recorded time and costs
- Recurring revenue and contract changes, where applicable
- Supplier charges compared with client billing, where applicable
- Cost per recorded service hour
- Budget compared with actual results, with commentary
- 13-week rolling cash forecast

Availability of measures. Client and project reporting depends on exportable time, billing and supplier records with usable identifiers. Where those records are incomplete, the limitation is stated and the affected measure may be unavailable. Required records, allocation methods and reporting scope are confirmed before engagement.

Onboarding

Onboarding follows the sequence below. The fee is quoted plus applicable taxes after a review of the actual books and is separate from the monthly fee.

Phase	Stage	Content
01	Win the work	Engagement letter, client acceptance, confidentiality and security terms, deposit.
02	Get the keys	Kick, bank and card records, receipt capture, necessary tax account authorisations, time, project and billing exports.
03	Read the history	Prior returns and assessments, handoff from the incumbent accountant, file health check, sales tax and payroll account reconciliations.
04	Fix the books	Accounts organised by service, direct delivery costs and overhead; opening balances, backlog, receivables and payables, deferred revenue, prepaid costs, sign-off.
05	Build the cadence	Close checklist and tier-specific reports. Business Insight and above: data mapping, cash forecast, budget and advisory calendar.
06	Go live	Kickoff, division of responsibilities, first live close run together, 30-day check-in.

Boundaries of the engagement

In scope

- Monthly bookkeeping and period close
- Clean-up and catch-up of prior periods
- Margin analysis by line of work
- Client and project costing (Business Insight and above)
- Deferred service revenue, deposits and prepaid costs
- Recurring revenue and supplier billing checks (Business Insight and above, where applicable)
- Cash flow forecasting and budgets (Business Insight and above)
- Expansion planning and lender/buyer file preparation (Fractional CFO)
- Reconciliation of sales tax and payroll accounts

Not in scope

- Tax preparation or filing of any kind
- Payroll processing
- Audit, review, or any other assurance engagement
- Legal, valuation, or investment advice

Assumed of the client

- Timely access to statements, feeds, and receipts
- Payroll run and remitted by the client or their provider
- Exportable billing, supplier and time records where reports depend on them
- Client contracts and supplier commitments kept current
- Responses to queries raised during close

Relationship to your accountant. Your year-end accountant receives a reconciled file, with deferrals, prepaid costs and supporting schedules in place. Their tax and year-end work remains separate from this engagement.