



# FRACTIONAL CFO

## CASE STUDY

AN  
ELECTRICAL  
CONTRACTING  
BUSINESS



**MASTERY**

FRACTIONAL CFO SERVICES

# FRACTIONAL CFO CASE STUDY

## Transforming an Electrical Contracting Business for Sustainable Growth and a Profitable Exit

### Executive Summary

C&L Electric, a growing electrical contracting business, faced significant operational and financial challenges due to the lack of in-house financial expertise.

Mastery Fractional CFO Services stepped in to provide comprehensive financial leadership, implement robust systems, and guide strategic decision-making. Over two years, the company achieved a 220% increase in revenue, 230% growth in gross profit, and a successful acquisition by a national firm.

This case study highlights the step-by-step approach and strategic actions taken to deliver these exceptional results.

### Client Background

**Industry:** Construction industry

**Employees:** 5-10

**Structure:** Corporation with a single shareholder

**Service Areas:** Diverse client base

**Engagement Start:** late 2021

### The Challenge

C&L Electric was led by two ambitious entrepreneurs who were passionate about their craft but overwhelmed by the demands of running a rapidly growing business. They lacked a dedicated finance leader, which meant critical decisions about growth, hiring, and pricing were being made with limited visibility into the true financial picture.

- Inconsistent Reporting
- Scaling Pressures
- Exit Goals Without a Plan
- Owner Overload

This created a cycle of stress and reactive decision-making that was holding the business back from its true growth potential.

# Solution: Mastery CFO's Comprehensive Strategy

## Phase 1: Financial Infrastructure Overhaul

**Accounting Systems:** Designed and implemented standardized accounting processes for accurate, timely reporting.

**Data Clarity:** Provided real-time access to financial health metrics, reducing uncertainty in decision-making.

## Phase 2: Advanced Financial Planning & Analysis (FP&A)

**Forecasting Future Growth:** We introduced a financial forecasting model, enabling leadership to make proactive decisions.

**KPI Development:** We established key performance indicators (KPIs) to track efficiency, profitability, and scalability in real-time.

## Phase 3: Managerial Accounting Practices

**Job Costing and Profitability Analysis:** Implemented systems to measure profitability by job, identifying high-value services and areas needing improvement.

**Operational Efficiency Insights:** Provided managers with detailed data to optimize project management and workforce allocation.

## Phase 4: Operational & Financial Alignment

**Linking Operations to Financial Results:** We bridged the gap between field operations and financial performance, helping owners see how operational decisions impacted revenue and profit.

**Decision-Making Support:** With clear reporting, leadership confidently made choices around pricing, hiring, and scaling.

## Phase 5: Exit Readiness & Valuation Strategy

**Building for Valuation:** We structured their books and processes to highlight their profitability and scalability.

**Buyer Readiness:** We coached ownership through buyer negotiations, ensuring their company's value was clearly demonstrated.



## Results & Success

- Revenue Growth: Increased by 220% between FYE 2022 and FYE 2024.
- Gross Profit Growth: Rose 230%, driven by project-level profitability insights.
- Successful Acquisition: Sold to a larger national firm, leveraging improved systems and solid financial records to secure a high valuation.

## Conclusion

This transformation story illustrates how strategic financial leadership and data-driven decision-making can elevate a small trade business into a highly profitable, scalable enterprise.

Mastery Fractional CFO Services remains committed to empowering entrepreneurs with the financial clarity and tools they need to achieve their growth and exit goals.

## 5-Star Testimonial

To watch C&L Electric's 5-Star Testimonial, visit Mastery CFO's YouTube Channel or visit <https://www.masterycfo.com/construction-trades-cfo-services> (see Page 6: Contact Page).



## KEY TAKEAWAYS

### PARTNERSHIP WITH MASTERY FRACTIONAL CFO SERVICES

#### Electrician Business Scaling Stage

*“Their service and commitment to our success make them a 5-star choice for any business owner seeking financial excellence, strategic development & refining, and sustainable growth”.*

— Co-Owner, C&L Electric

- 👉 **Align operations with financial insights:** Proactively linking operations to financial results drives better decisions.
- 👉 **FP&A is essential:** Regular financial planning and KPI tracking are crucial for scaling.
- 👉 **Prepare for the exit early:** Building a solid financial foundation now maximizes valuation later.
- 👉 **Standardization Enables Growth:** Clear systems and reporting support scalability.
- 👉 **CFO Guidance Adds Value:** Strategic leadership drives profitability and exit readiness.
- 👉 **Proactive Planning Pays Off:** Early action secures higher future valuations.

## SERIOUS ABOUT SCALING? SO ARE WE.

### Your Financial Co-Pilot for Growth

We partner with growing businesses (\$1M–\$30M+) that need executive-level financial guidance—without the full-time CFO price tag.

### Achieve Your Vision of Success

Experience the peace of mind that comes with knowing you have all the pieces in place to achieve your dreams—including the often elusive financial component.

*“Whether solving cash flow issues or building frameworks for growth, Mastery adapts to your business — delivering clarity, confidence, and results”*

—Ryan Chenier, MBA, Founder & CEO of Mastery

*To Find out More, or to Contact  
Mastery, See the Next Page →*



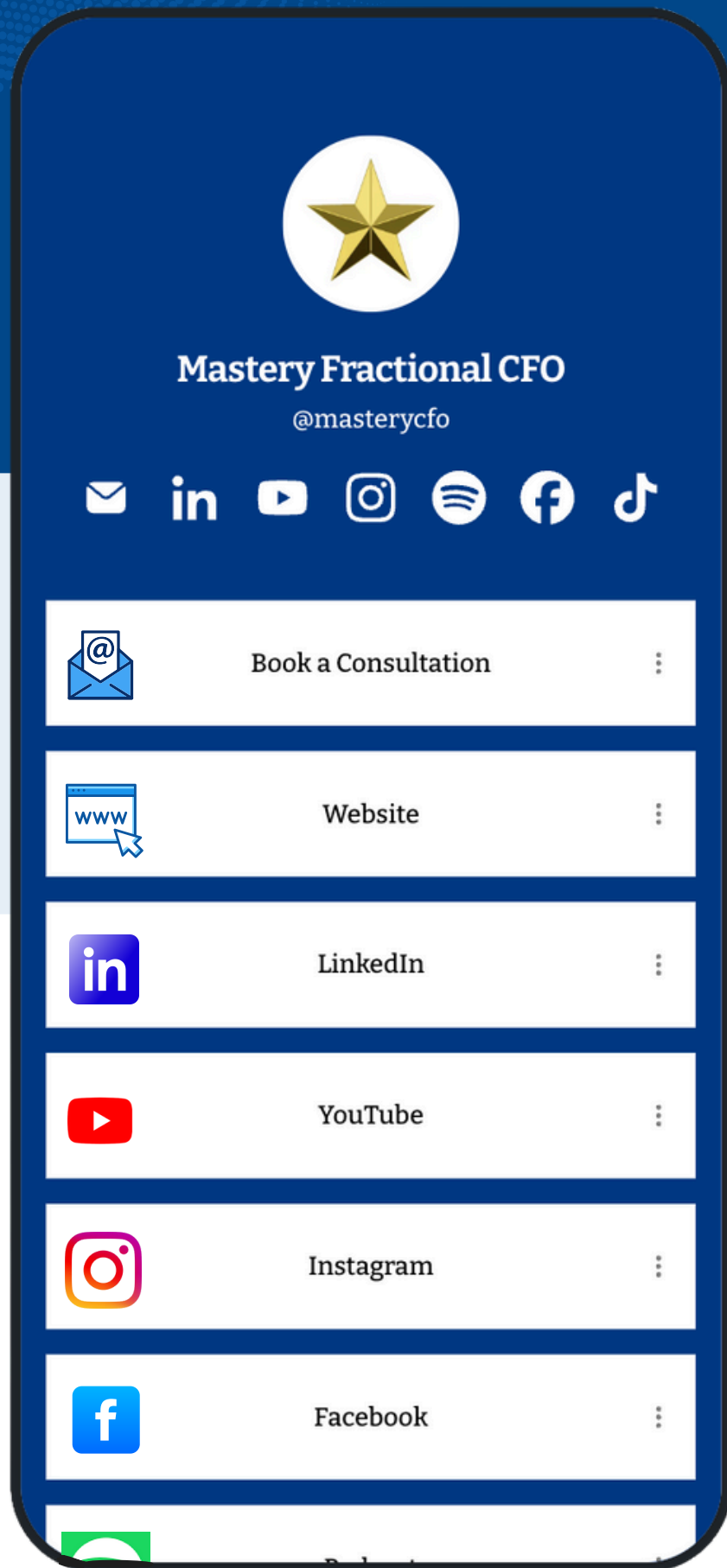
**Mastery**  
**Fractional CFO Services**

# Contact Us

## All Our Platforms In One Place

Mastery Fractional CFO uses Linktree to make it easy for visitors to access everything we offer from a single link. Whether you're interested in our latest podcast episode, want to watch a YouTube video, read a blog post, or connect with us on LinkedIn, our Linktree organizes all of these resources in one place. It's a simple, user-friendly tool that helps you explore our content and services without the hassle of navigating multiple websites. With one click, you can choose where to go next based on what's most relevant to you.

## Click or Scan the QR Code



**Call us for appointment and free consultation +204-898-3417**



Winnipeg, Manitoba, Canada



[masterycfo.com](https://masterycfo.com)



[info@masterycfo.com](mailto:info@masterycfo.com)