



CLIENT GUIDE



Mastery
Fractional CFO Services

Mastery
Fractional CFO Services

Mastery
Fractional CF

Mastery
to Services

ABOUT US

At Mastery Fractional CFO Services, we provide strategic CFO leadership for Canadian construction companies — custom home builders, contractors, and trades businesses scaling from \$2M to \$40M+ in annual revenue.

Our team combines decades of experience with proven systems built for the construction industry — helping owners gain clarity, make confident decisions, and drive sustainable, profitable growth, all without the cost of a full-time CFO.

WHY MASTERY CFO?

Real Results. Real Clients.

- **220% revenue growth and 230% gross profit growth** for C&L Electric, leading to a successful exit.
- **+145% net profit growth** in one year for a scaling custom home builder (\$8.6M → \$12.5M revenue).
- **700% net profit jump** in a single year for a Canadian construction company.
- Owners freed from year-end guesswork to **monthly clarity** and confident decision-making.
- **Multiple 5-star client reviews** from construction industry leaders.



masterycfo.com



1 431-804-8121



Mastery Fractional
CFO Services



The Mastery CFO Team



At **Mastery Fractional CFO Services**, we bring together a dynamic team of **employees, trusted subcontractors, and strategic collaborators** – all aligned around your goals.

Our structure ensures you get:

- **Specialized Expertise** - Access to the right skills and support.
- **Scalable Support** - The flexibility to grow with your needs without sacrificing quality or consistency.
- **A Unified Approach** - Every member works within Mastery's proven processes, ensuring seamless communication and consistent results.

Ryan Chenier, MBA is our Founder and CEO. Ryan and Logan Giesbrecht serve as lead points of contact across our client engagements, supported by the full Mastery team.



Mastery
Fractional CFO Services

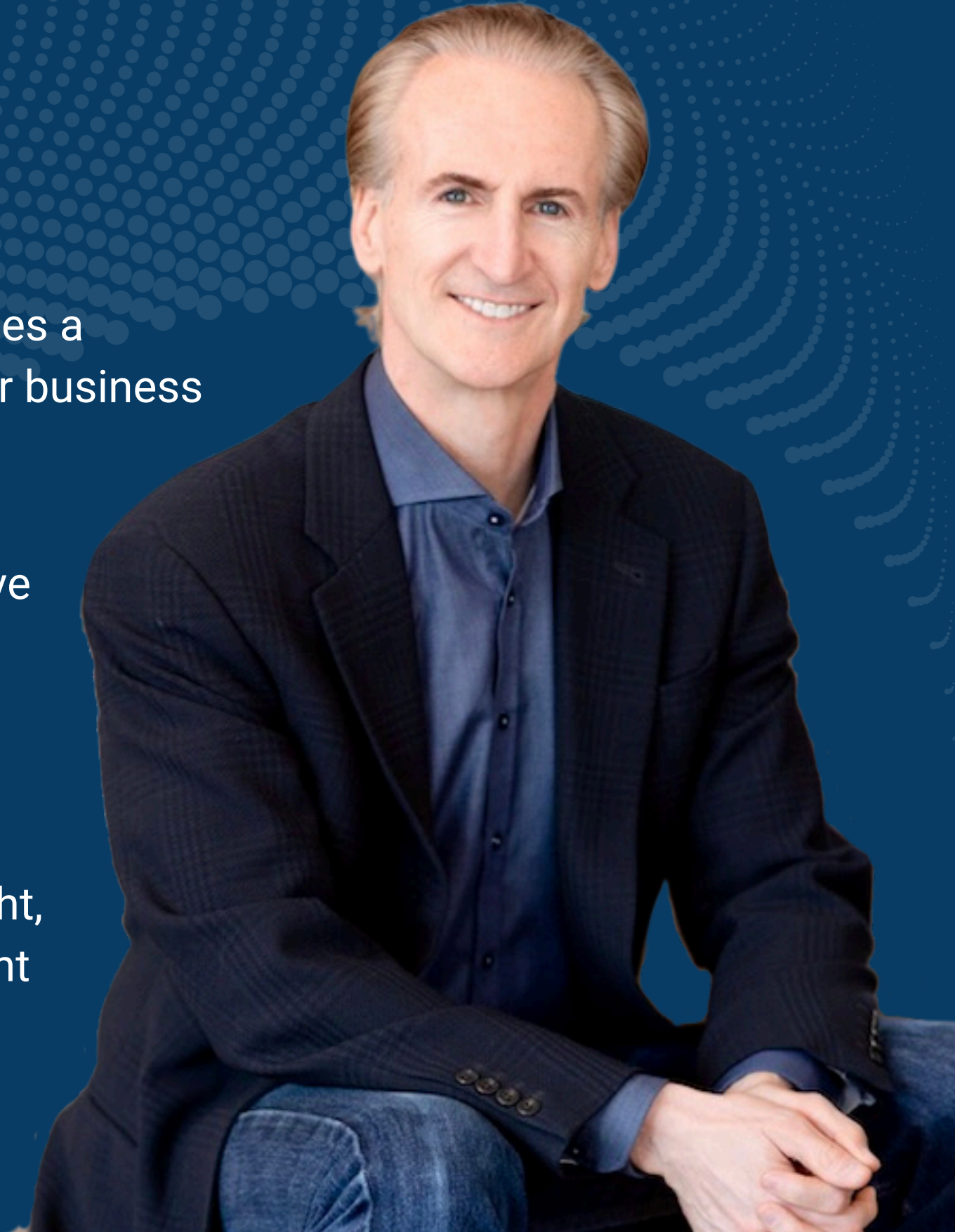
Ryan Chenier, MBA

Founder, CEO & Fractional CFO

Ryan is the founder & CEO of Mastery Fractional CFO Services, where he combines a passion for business with decades of expertise. He thrives on working with other business leaders, finding it both natural and energizing to help them succeed.

He holds a Master of Business Administration (MBA) degree and brings extensive experience in financial leadership and management. His background includes partnering with clients ranging from individuals to large multinational corporations.

Known for his proactive, hands-on approach, Ryan delivers clarity, strategic insight, and measurable results that drive growth and provide lasting value for every client he serves.





Mastery
Fractional CFO Services

Alec Halket, CPA

Fractional CFO

Alec is a Fractional CFO at Mastery. He works closely with business owners and their management teams to strengthen financial performance, improve decision-making, and build the financial systems and processes that support profitable, sustainable growth.

Prior to joining Mastery, Alec spent more than four years in public practice, specializing in assurance and audit. His experience across a variety of industries provided him with a strong technical foundation in financial reporting, financial analysis, internal controls, and understanding the financial operations of growing businesses.

Alec is a Chartered Professional Accountant (CPA) and holds a Bachelor of Commerce (Honours) from the University of Manitoba, with a major in Accounting.





Mastery
Fractional CFO Services

Logan Giesbrecht

Operations Manager & Financial Analyst

Logan is a key member of the Mastery team, known for his innovative problem-solving and professional dedication. He has deep expertise in financial software and systems. His skills reflect Mastery's high standards and make him a trusted source for both clients and internal operations.

Over the past several years, Logan has worked closely alongside our fractional CFO team, gaining hands-on experience supporting financial reporting, data analysis, and the systems that help business owners better understand and manage their companies.

Committed to continuous growth, Logan actively seeks to expand his knowledge and brings a personable, efficient approach to every project he takes on.





Mastery
Fractional CFO Services

What does Mastery CFO offer?

Expect The Best



EFFICIENCY

We streamline your financial operations with proven systems and real-time insights, turning complex processes into clear, actionable steps. This saves you time, reduces costs, and keeps your business moving forward with confidence.



EXPERIENCE

With decades of consulting, planning, and financial leadership, we've worked with clients from individual contractors to scaling enterprises. Our deep expertise ensures every decision is grounded in insight and delivers measurable results.



ORGANIZATION

We bring structure to your finances through clear processes, accurate reporting, and consistent follow-through. By keeping every detail organized and aligned, we ensure your business runs smoothly and stays focused on achieving long-term goals.



CUSTOMER SERVICE

We build lasting relationships by providing responsive, attentive support tailored to each client's unique needs. Through clear communication, timely solutions, and a genuine commitment to your success, we ensure every interaction is both positive and productive.



CLIENT SATISFACTION

We measure our success by the results, confidence, and peace of mind our clients gain. By delivering consistent value, exceeding expectations, and maintaining open communication, we build trust and lasting partnerships.



YOUR PARTNER IN GROWTH

We're more than a service provider—we're a trusted ally in your business journey. By aligning our strategies with your vision, we help you navigate challenges, seize opportunities, and build a stronger, more profitable future.

What can I expect?



Mastery
Fractional CFO Services

Client Roadmap

1. Implementation

- Establish a 1–3 month transition period.
- Clarify where the business stands today, where it's going, and how to get there.
- Take advantage of opportunities for immediate improvement.

2. Strategy

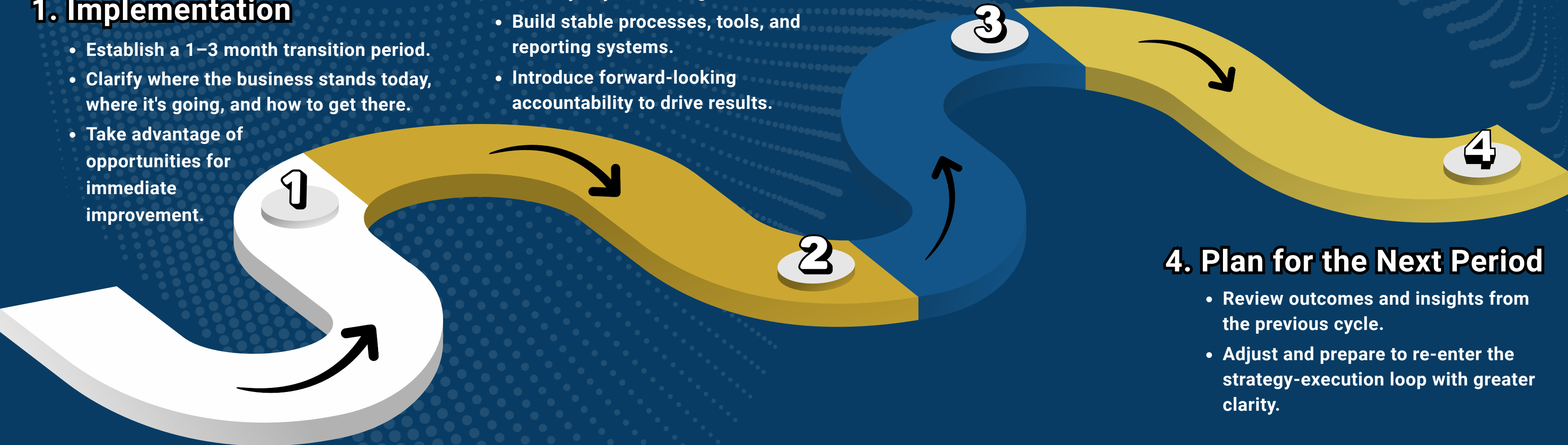
- Identify key financial goals and metrics.
- Build stable processes, tools, and reporting systems.
- Introduce forward-looking accountability to drive results.

3. Execution (Follow-Through)

- Provide hands-on support to implement the strategy.
- Course-correct when needed and keep priorities aligned.
- Drive consistent progress with CFO-level oversight.

4. Plan for the Next Period

- Review outcomes and insights from the previous cycle.
- Adjust and prepare to re-enter the strategy-execution loop with greater clarity.



Case Studies

Case Study: Custom Home Builder \$10M–\$14M Revenue | Scaling Stage

Challenge

Despite operational excellence and tight job costing via BuilderTrend, this growing home builder lacked financial strategy. Leadership felt uncertain about aligning sales targets, overhead, and growth planning.

Our Approach

Mastery Fractional CFO Services delivered a 3-phase solution:

- Strategic Budgeting & Forecasting — Introduced rolling forecasts and scenario-based budgeting.
- KPI-Driven Decision Making — Linked financial data to marketing, HR, and sales strategies.
- Overhead Mindset Shift — Helped reframe fixed vs. flexible costs to enable strategic growth.

Key Outcomes

- Immediate traction with new dashboards and forecasts
- Increased trust—client upgraded to a higher package within 30 days
- Smarter decisions that led to revenue growth and a stronger bottom line
- Ongoing partnership for long-term planning and multi-department alignment

“Mastery CFO didn’t just help our finance team, their strategic input is now shaping how every department grows together.”

— Owner & CEO, Custom Home Builder

Case Study: C&L Electric Electrical Contracting Successful Exit

Challenge

Two entrepreneurs running a growing electrical business lacked financial leadership. Without clear financial visibility, they struggled to make data-informed decisions and prepare the business for growth or eventual sale.

Our Approach

Mastery Fractional CFO Services delivered a comprehensive strategy:

- Accounting Systems – Implemented accurate, timely reporting for better clarity.
- Financial Planning & KPI Tracking – Forecasting and performance monitoring for smarter decision-making.
- Managerial Accounting – Enabled visibility into project-level profitability and operational efficiency.
- Operational Alignment – Connected field operations to financial outcomes.

Key Results

- Revenue grew 220% between FYE 2022 and FYE 2024
- Gross profit increased 230% in the same period
- Business was successfully acquired by a national firm at a high valuation
- Scalable financial systems supported sustainable growth and a smooth exit

“Aligning financial clarity with operational execution made our business more valuable — and ultimately more sellable.”

— Co-founder, C&L Electric

Case Studies

Case Study: Construction Company 2021–2024 | 5–10 Employees

Challenge

The company had been operating for years with inconsistent profits and no clear financial strategy. The owner worked long hours with little personal compensation, and internal bookkeeping was inaccurate and outdated.

Our Approach

Mastery Fractional CFO Services executed a multi-year transformation:

- 2021: Transitioned to cloud accounting; cleaned up bookkeeping for real-time insights.
- 2022: Clarified team roles; implemented financial planning — net profit increased 700%.
- 2023: Introduced KPI dashboards, cash flow forecasting, and performance reviews — profit rose another 75%.
- 2024: Focused on pricing optimization, operational efficiency, and revenue growth without increasing fixed costs.

Key Results (as of June 30, 2024)

- Revenue trending +3% above target
- Gross Profit trending +21% above target
- Net Profit trending +25% above target
- Cash Flow consistently strong
- Owner freed up time to focus on high-value work and succession planning

“Mastery CFO helped us grow profits, increase efficiency, and position the company for future investment — all while improving my quality of life.”

— Owner, Construction Company

Case Study: Custom Home Builder, Year-Later Update From \$8.6M to \$12.5M Revenue | Net Profit +145%

The Result of a Full Year of Disciplined Execution

After one year with Mastery Fractional CFO Services, this scaling custom home builder delivered both pace and quality of growth — absorbing greater operational complexity while strengthening the financial foundation.

Key Results (Year-Over-Year)

- Revenue increased from \$8.6M to \$12.5M (+45%)
- Gross profit increased from \$2.1M to \$2.9M
- Net profit increased from \$452K to \$1.11M (+145%)
- Equity strengthened from \$1.33M to \$1.74M
- Total assets ~\$2.6M with no long-term debt outstanding at year-end

Why It Matters

Revenue expanded meaningfully while profitability more than doubled in absolute dollars. The business is now larger, more profitable, better capitalized, and more resilient — positioned to support continued growth from a position of strength.

“I was surprised at how much knowledge and direction you've been able to give our other departments that are outside of finance...things you brought to the table that are helping lead and educate our department leaders.

Not only is the finance department growing, but these other departments are actually growing as a result of the leadership you've brought to our team.”

— Owner & CEO, Custom Home Builder

What are our Clients saying? Client Testimonials



Mastery
Fractional CFO Services

“Our two-year journey with Mastery has been exceptional. Ryan and Logan helped define our strategy, set ambitious goals, and brought unmatched expertise. With their guidance, we’ve grown over 500%. Their hands-on support identifying opportunities and overcoming obstacles was a game-changer.

A 5-star choice for any business seeking financial excellence and sustainable growth. We highly recommend Mastery.”

— Chris Lekkas, C&L Electric Inc.



“Working with Mastery CFO has been a game changer for my business. They help to give us the financial leadership we need, with clear reporting, strategic direction, and real insight into where to focus. They feel like part of our team, not an outside service.

If you're a growing company that needs senior financial guidance but isn't ready for a full-time CFO, I highly recommend them!”

— Jason Nelson,
CEO & Project Generator



What are our Clients saying? Client Testimonials



Mastery
Fractional CFO Services

"The challenge we were facing before hiring Mastery CFO, was not having a long term laid out strategy to help us make data-based decisions for our company.

Ryan was able to step in and take complete leadership of our finance department and give us so much more clarity and direction than we had before...the wealth of knowledge is incredible.

If I knew earlier how much difference that Mastery CFO Services would make, I would've hired them years ago. I would highly recommend this company to anyone looking for fractional CFO services."

— Glen Veenstra, Owner & CEO



"Working with Ryan & Logan as our fractional CFO has been a great experience. Their reporting, insight and clear communication has been helpful in understanding our present and future financial position...

Ryan also offers advice extending beyond the books, which has been useful in managing changing operational needs."

— Greg Teillet, Director of Operations
Mother Earth Recycling





Mastery
Fractional CFO Services

Thank You



**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



Let's talk about your next stage of growth—book your free consultation today.

+1 431-804-8121



Mastery Fractional CFO

@masterycfo



Book a Consultation



Website



LinkedIn



YouTube



Instagram



Facebook

