

FREQUENTLY ASKED · HONESTLY ANSWERED



TWELVE QUESTIONS OWNERS ASK.

Plus the straight answers we'd give if we were across the table.

Owners shopping for fractional support hear a lot of pitch and not much honesty. Below are the questions we get most, with the answers we'd give whether or not we ended up working together.

01. How is Limestone different from a fractional CFO?

Most fractional CFOs come from accounting backgrounds; they report what already happened. The real value is taking financial results and applying them to the operation. Different work, different minds. We bring a CFA-led Operating Partner AND a CPA-led CFO Partner together, driving the value creation plan, not just the close calendar.

02. Why two partners instead of one?

Finance and operations are different disciplines. Most engagements need both. One person trying to do both ends up doing each at 60%. The pair model means real depth in both seats from day 1, and you get the pattern recognition of two senior operators instead of one.

03. Do you take equity in every engagement?

No, but on Embedded engagements we usually do. If we're just doing a cash retainer, there's no skin in the game. The retainer covers the work; the equity is how we're on the hook for the outcome, the multiple, the transition, the exit. Negotiated per engagement, not required. Advisory and project engagements run on retainer or fixed fee.

04. What's the actual time commitment per month?

About 10 to 15 hours per week combined across both partners, or roughly 40 to 65 hours per month of senior partner time. CFO Partner runs lighter, Operating Partner runs heavier during install, then tapers as your team takes ownership of the cadence. Continuous availability between formal touchpoints.

05. How is this different from a consultant or an operating-system coach?

Consultants leave a binder. Operating-system coaches teach you the meeting cadence and step back. We embed inside the business and drive the value creation plan ourselves until your internal leader can own the seat. Different shape of work, different commitment.

06. Why not just hire a full-time CFO or COO?

If you need 160+ hours a month, the work is permanent, and the business can absorb a \$260K+ loaded cost, hire the full-time. We'll help scope the role. If you don't need 160 hours of one person's time, the pair-of-partners model gives more breadth, faster ramp, lower exit risk.

Honest education over pitch. Six more on the next page covering engagement length, coordination with your existing advisors, what happens if it's not a fit, and how to actually get started.

SIX MORE QUESTIONS

HONEST ANSWERS.



07. What does “embedded” actually mean day-to-day?

We attend the weekly leadership meeting, log into the financial systems, sit across from the lender, and run the monthly business review with your team. Continuous availability between formal touchpoints. Not a quarterly check-in.

09. Can I start with Advisory and move to Embedded later?

Yes. Many owners do exactly that. Advisory and Embedded aren't the same product at different prices, though; they're structurally different work. Advisory is judgment in scheduled doses. Embedded is execution: we sit in the leadership meetings, build the cadence, do the work. Some clients stay Advisory forever, and that's the right answer for them.

11. What if Limestone isn't the right fit?

We'll tell you. The Cornerstone Session is free and we'll name what you actually need, even if it's a different firm. We refer prospects to investment bankers, fractional CFOs, and consultants all the time. The cleanest engagements start with both sides agreeing on the shape.

08. How long do engagements last?

Advisory: month-to-month after a 90-day minimum. Embedded: typically 1 to 4 years active, planning against a 2 to 7 year transition horizon. Projects (Sprint, Capital Raise, Capstone Diagnostic) are fixed-scope and fixed-duration.

10. How do you coordinate with my CPA, attorney, and banker?

We coordinate with them; we don't replace them. Tax, audit, and bookkeeping stay with your CPA. Legal stays with your attorney. Lending stays with your banker. We work the operating and strategic-finance seats they're not in.

12. How do I get started?

Take the free Foundation Check on our website (under 10 minutes, your Bedrock Score across five dimensions). We respond within 24 hours with a recommendation. If it makes sense, the next step is a free Cornerstone Session with both partners.

Anything we didn't cover? Email Jared directly: jared@limestonesp.com. We'll respond inside 24 hours with the honest answer, not boilerplate.



JARED LUEGERS, CFA
FOUNDER & OPERATING PARTNER

Builder by instinct, operator by track record, investor by training. Founder of OWN Indiana. \$200M strategic sale. Acquired a small Indiana operating business. From Jasper, Indiana.



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Finance-first operator. 13+ years in transaction due diligence, valuation, audit. 100+ Quality of Earnings engagements delivered. From Evansville, Indiana.

START WITH YOUR BEDROCK SCORE

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