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B2B CFO® Surpasses 100 Partners Mark, Expands Presence to New Markets Reaching 42 States

Firm's New Partners and New Service Capabilities Drive Further Expansion

PHOENIX--([BUSINESS WIRE](#))--B2B CFO®, the nation's largest CFO services firm exclusively focused on servicing small and mid-size companies, has reached a major milestone this month. Already the fastest growing CFO services firm in the nation, B2B CFO® has passed the 100 Partners mark, expanding the firm's reach into 42 states.

Jerry L. Mills founded the company in Phoenix in 1987. Mills established the company with a determined philosophy to put integrity, ethics, and the needs of small businesses above all. The philosophy proved to be successful as evidenced by the firm's steady growth. By the 1990s, the firm expanded presence into the southwest and in early 2005 the company had gained national prominence following expansions in its service portfolio and geographic coverage.

In 2008, B2B CFO® experienced record growth. The number of Partners doubled since January of 2007, and revenues increased 70 percent during this period. The firm's geographic reach encompasses all major markets in the US.

"By any measure B2B CFO® continues to thrive and grow," said Jerry L. Mills, CEO and founder. "Even the current economy is fueling our growth. More than ever, business owners understand the value of having an experienced CFO on their team and the importance of professional advice on cash flow management, lending practices and credit."

The success behind B2B CFO® is due to the firm's unique model. There is no contract for business owners to sign or long-term obligation to enter into. The Partners, who average 25 years of senior financial experience, serve as trusted long-term business advisors that stay in a part-time CFO role with their clients for a number of years. They work strategically to improve profits and provide national partnership resources to the individual business. Resources include the latest technical software, investment banking and lending relationships. Each Partner is supported by more than 2,000 years of collective CFO experience of the firm.

Collectively, the firm's Partners service more than 500 small and mid-size businesses at any time. The demand for the part-time CFO services is directly impacting the rapid increase in the number of Partners. Experienced professionals across the country are looking for career opportunities that offer a mix of entrepreneurship with the stability of an established national firm.

"Every company, regardless of its size, needs a CFO," said Mills. "Our model creates a win-win for the business owner and the Partners."

In addition to increasing the number of Partners and geographic reach, B2B CFO® has expanded its service capabilities. The firm now offers "Finding the Exit," a guided process to help entrepreneurs successfully sell their business. A B2B CFO® Partner coaches the business owner through a strategic process that ends in a high-profit sale.

The firm also launched a service providers' forum. B2B CFO® is forming strategic alliances with select companies that further augment resources offered to the firm's clients. Woodbridge Group, Inc., a marketing-driven M&A firm that provides divestiture and acquisition services to middle market companies, signed as the first service provider in October 2008.

"As we continue our growth, we will further enhance the depth of our resources and programs. Our goal is to always be on the forefront and bring solutions that benefit our Partners and our clients," added Mills.

ABOUT B2B CFO®

B2B CFO® is the nation's largest CFO firm serving entrepreneurial, growth and mid-market companies with sales up to \$75 million. Headquartered in Phoenix, AZ, the firm was founded in 1987 by Jerry L. Mills. The firm's Partners have an average of 25 years of experience and each Partner is a senior level executive with a broad range of expertise. Visit online at www.b2bcfo.com

Jerry L. Mills, CPA is the author of "*The Danger Zone – Lost in the Growth Transition*" and "*Avoiding The Danger Zone – Business Illusions*" – non-fiction business books aimed at entrepreneurs. To purchase a copy, please visit online at www.dangerzonebook.com.

Note to editors: interviews, graphics and digital images are available upon request.

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