



CareMarq  
SOLUTIONS

# CareMarq Solutions

Bookkeeping -Case Studies

# Case Study 1: Catch-Up Books for Pediatric Dentist

**Duration: 1 Month**

**Problem: 14 months behind on books.**

**Goal: Prepare accurate P&L for loan application.**

**Strategy: QuickBooks cleanup and back reconciliation.**

**Results: Delivered full-year financials, approved for \$250K loan.**



## Case Study 2: Monthly Reports for Med Spa

**Duration:** Ongoing

**Problem:** No visibility into profitability by service.

**Goal:** Track revenue by treatment type.

**Strategy:** Created custom chart of accounts and monthly dashboards.

**Results:** Identified 3 low-margin services and optimized offerings.



# Case Study 3: Cash Flow Management for Chiropractor

**Duration: 2 Months**

**Problem: Negative cash flow despite growing revenue.**

**Goal: Understand inflow/outflow patterns.**

**Strategy: Cash flow forecasting and vendor payment schedule.**

**Results: Improved reserves, eliminated overdraft issues.**





## Case Study 4: Cleanup for Nutritionist LLC

**Duration: 3 Weeks**

**Problem: Mixed personal and business expenses.**

**Goal: Prepare books for tax season.**

**Strategy: Categorized expenses properly and reconciled 12 months.**

**Results: Books were ready before tax deadline, saved on CPA fees.**



## Case Study 5: Bookkeeping + Payroll for Therapist Group

**Duration:** Ongoing

**Problem:** Manual payroll and late payments.

**Goal:** Automate and stay compliant.

**Strategy:** Set up Gusto integration and recurring payroll runs.

**Results:** Zero late payments, full HR compliance.



# Case Study 6: Profit Margin Analysis for Vision Clinic

**Duration: 2 Months**

**Problem: Profit margin discrepancies.**

**Goal: Identify cost leaks.**

**Strategy: Deep dive into expenses and cost of goods.**

**Results: Reduced monthly expenses by \$1,500.**



# Case Study 7: Bookkeeping for Acupuncturist Expansion

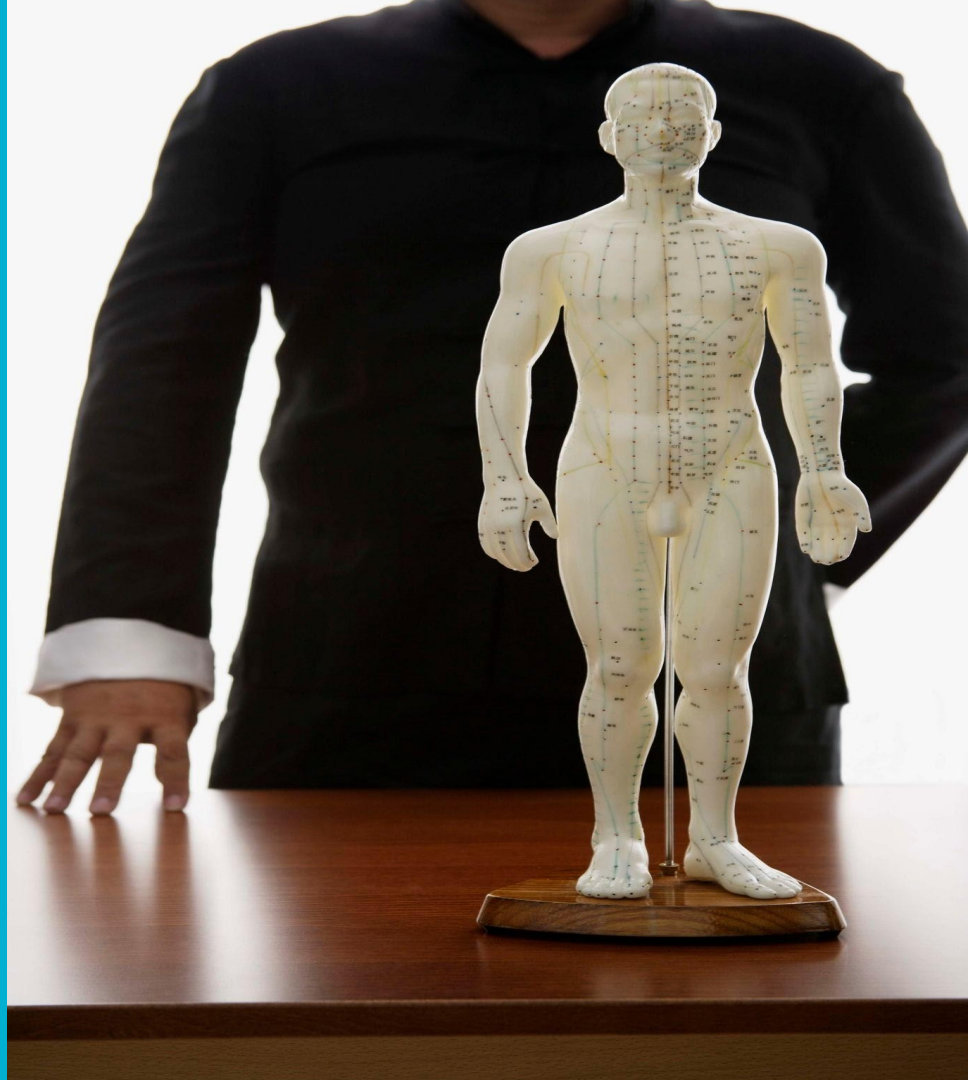
**Duration:** Ongoing

**Problem:** Opening 2nd location  
without financial systems.

**Goal:** Set up structure for  
multi-location tracking.

**Strategy:** Class tracking in  
QuickBooks and location-specific  
reports.

**Results:** Simplified P&L visibility,  
smooth expansion.





## Case Study 8: End-of-Year Review for Yoga Studio

**Duration:** 1 Month

**Problem:** Confusing year-end numbers.

**Goal:** Prep for CPA handoff.

**Strategy:** Cleaned up books, adjusted journal entries.

**Results:** CPA-ready file, no rework needed.



## **Case Study 9: Financial Reporting for Functional Medicine Practice**

**Duration: 3 Months**

**Problem: No insight into monthly performance.**

**Goal: Provide reliable monthly financials.**

**Strategy: Monthly close process and management reports.**

**Results: Owner began using reports for pricing and planning.**



## **Case Study 10: QuickBooks Online Setup for New Practice**

**Duration: 2 Weeks**

**Problem: Brand new LLC with no books.**

**Goal: Launch with clean setup.**

**Strategy: Chart of accounts, bank feeds, training session.**

**Results: Client started invoicing and tracking expenses within 10 days.**

