



Cash Flow “the fuel that keeps the engine going”

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Small Businesses - often have lots of expenses but not enough cash flow

Get cash under control - if cash is not, evaluate what happened

Cash flow = money in and money out

1. Knowing your Receivables
 - Handle client bills as soon as possible
 - Place due dates on everything
 - Keep good client records

2. Know your Expenses
 - Take maximum time to pay bills
 - Check if supplier offers payment incentives
 - Keep expenses at minimum

CARES ACT - Self-employed can still file for unemployment

Highlights of Cash Flow:

- Cash Rebates
- Unemployment
- Payroll Tax Deferral
- Retirement Plans
- Student Loans
- Federally Banked Mortgages
- SBA Paycheck Protection Program (PPP)
- SBA Economic Injury Disaster Loan (EIDL)
- Net Operating Losses (NOLS)



Q: How about addressing bill to Accounts Payables?

A: You should find out who the Accounts Payable person is. Send an invoice and follow-up with the correct person.

Q: (Referring to waiting to 'take maximum time to pay bills.) Some vendors offer a discount when you pay within 15 days. Good to do, but can create a cash shortage?

A: Be aware of your cash flow because you never know when you might need that cash. If you can afford to pay it early then it pushes your margin up by that 1 or 2%. And that's why you need to monitor cash flow.

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