AdFin. Consultants

COMPANY PROFILE

# AdFin Consultants

*Financial & management advisory that turns complex numbers into clear, confident decisions.*

adfinconsultants.com

ABOUT US

AdFin. Consultants

# Company Profile

AdFin Consultants provides financial advisory and management consulting that turns complex numbers into clear, confident decisions. We help businesses plan strategically, manage risk, and grow on foundations that hold. Every engagement is led by senior advisors who take the time to understand the business in front of them rather than apply a template.

A dedicated partner reviews your file, tests the assumptions behind every number, and stays accountable from the first conversation to the final report. You work with the same people throughout, so nothing is lost in a handover, and no question must be explained twice.

Our work pairs rigorous analysis with practical, on-the-ground judgment. That combination is why clients keep us close for years after an engagement, as an extension of their own finance function rather than an outside supplier.

## WHAT WE DO

01

### Financial & Risk Advisory

Bookkeeping, internal audit, and SOP development that keep your finances accurate and audit-ready.

02

### Corporate Finance Advisory

Financial modelling and business plans that support funding, growth, and investment decisions.

03

### Real Estate Advisory

Feasibility studies and highest-and-best-use analysis for property decisions that hold their value.

04

### Management Consultancy

Strategy and pricing work that sharpens how you compete, position, and grow.

05

### Fractional CFO

Senior finance leadership on demand — reporting, forecasting, and strategy without a full-time hire.

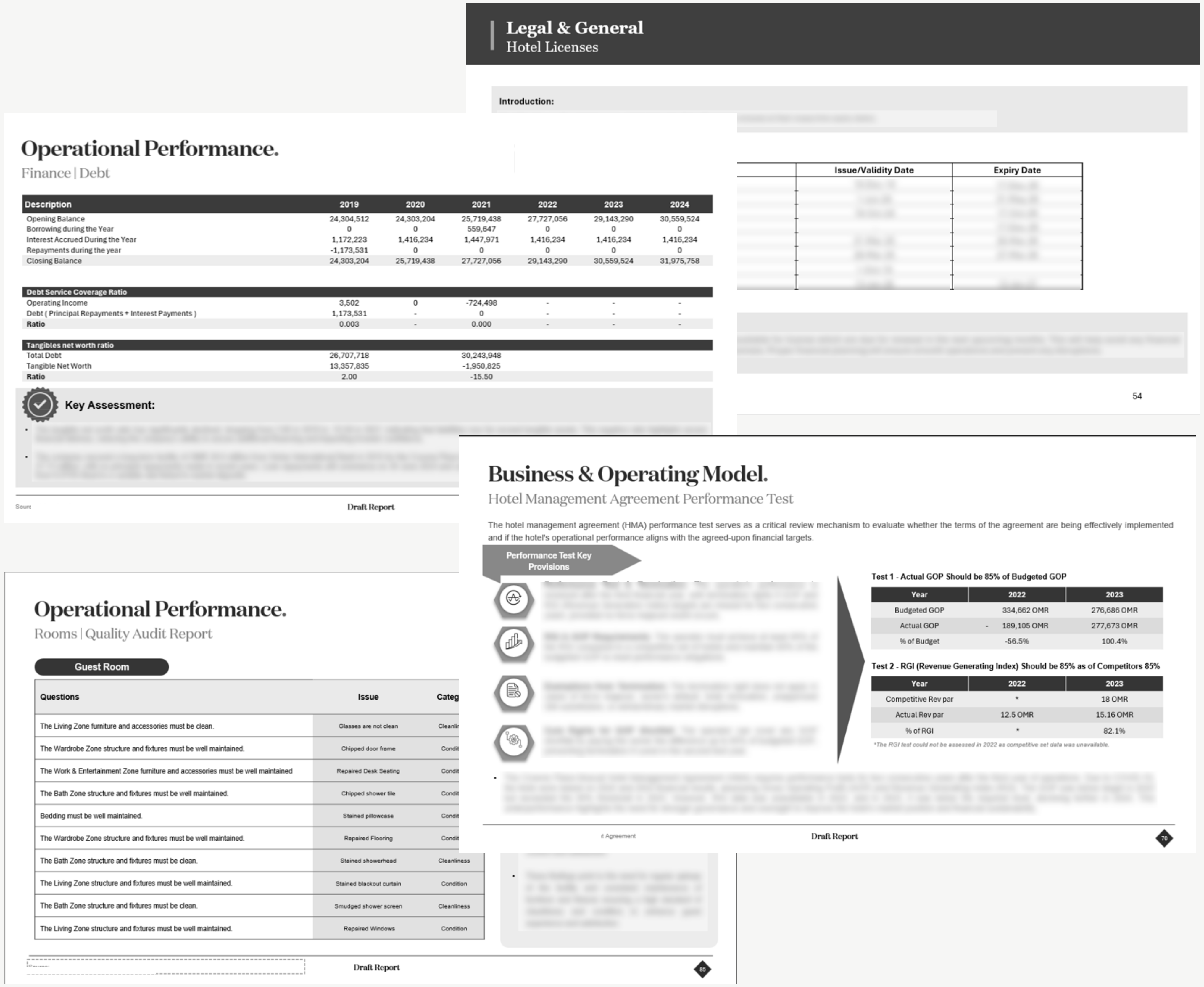
# 01 Financial & Risk Advisory

We keep your finances accurate, controlled and audit ready, identifying and managing the risks that threaten performance and continuity. From day-to-day books through to internal controls, we give you numbers you can rely on and a control environment that holds up under scrutiny.

**Bookkeeping & Accounting:** Complete transaction processing, reconciliations and month end close under IFRS and IFRS for SMEs. Management accounts, payables and receivables control, fixed asset registers and year end packs prepared so the statutory audit runs without surprises.

**Internal Audit Services:** Risk based internal audit that tests what matters. Process and control reviews, compliance testing, revenue and expenditure cycle assurance, with findings ranked by exposure and a remediation plan management can act on.

**Financial Reporting | Internal Controls | Risk Registers | Compliance Reviews | Process Improvement**

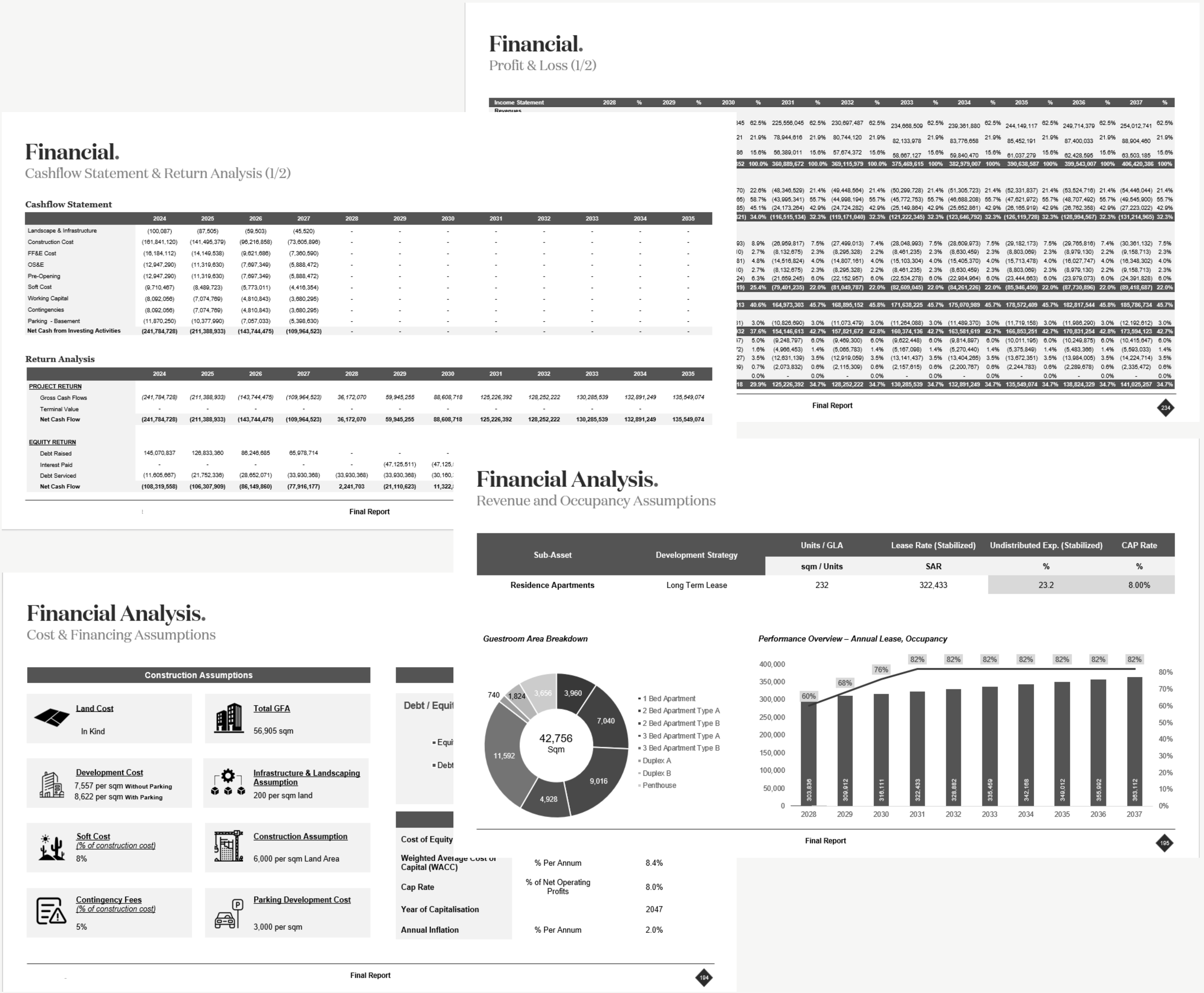


# 02 Corporate Finance Advisory

We build the financial case behind your biggest decisions. From capital raising and project appraisal through to expansion and exit, we turn strategy into defensible numbers that investors, lenders and boards can act on with confidence.

**Financial Modelling:** Fully integrated, audit ready models linking profit and loss, balance sheet and cashflow. Development budgets, revenue and occupancy build ups, debt sizing and repayment schedules, scenario and sensitivity analysis, with IRR, NPV, payback and valuation outputs delivered in a transparent, assumption driven structure.

**Business Plan Services:** Investor ready business plans that pair market evidence with financial substance. Demand assessment, operating and pricing strategy, capital structure, use of funds and multi year projections, packaged for banks, investment committees and regulatory submissions.




**Feasibility studies | Capital structuring | Investment memoranda | Valuation support | Transaction advisory**

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# 03 Real Estate Advisory

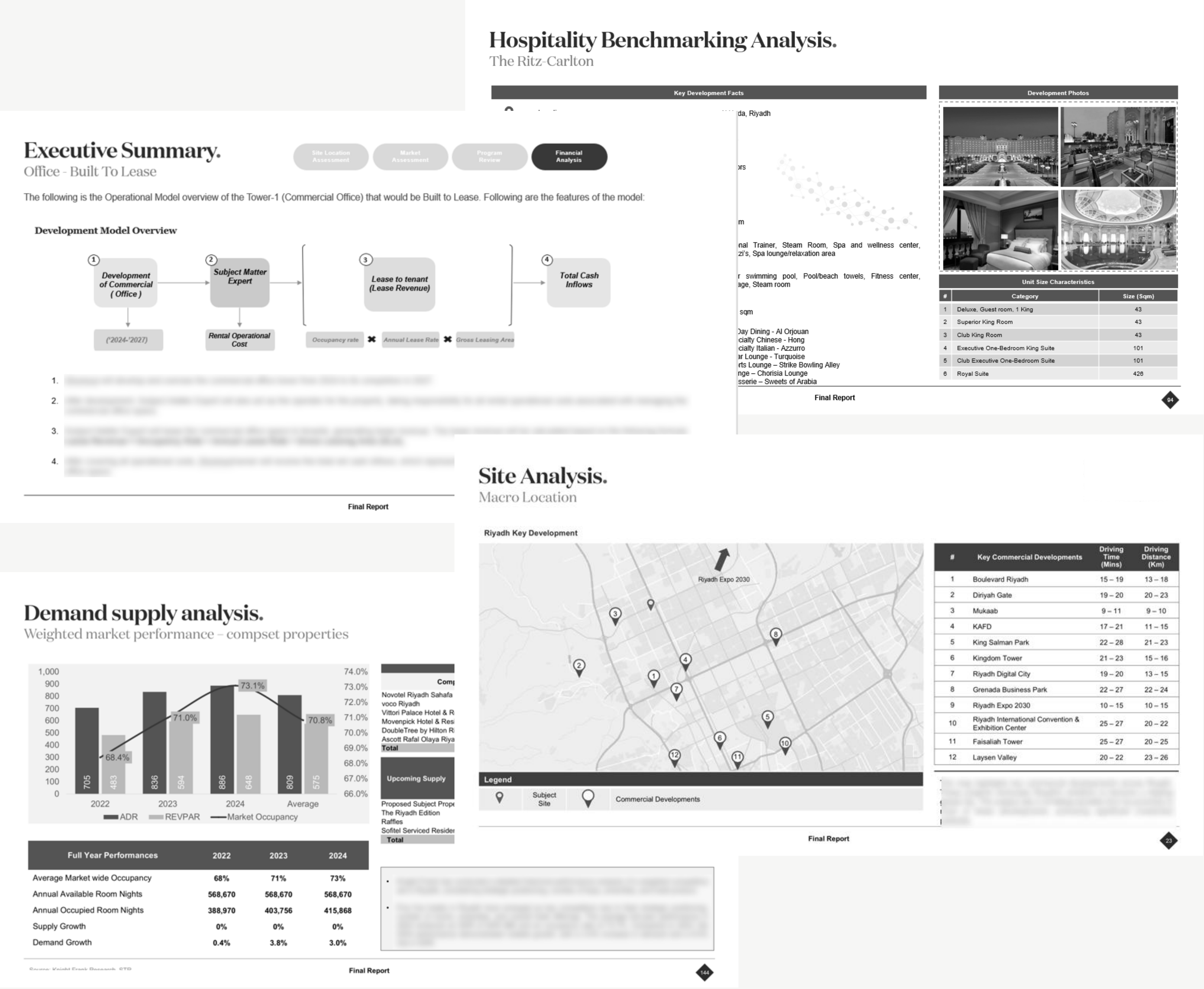
We help owners, developers and investors decide what to build, what to pay and when to exit. Feasibility studies, highest and best use analysis and asset level modelling that stand up to lender, board and investor scrutiny.

**Feasibility & Highest and Best Use:** Site and market assessment, competitive supply review, demand and absorption analysis, and testing of alternative development scenarios. We recommend the use and mix that maximizes value on the land, supported by full development budgets and return metrics.

**Development & Asset Modelling:** Phased construction budgets, revenue and occupancy build ups, operating expense structures, debt sizing and exit assumptions. Delivered as a transparent model with IRR, NPV, payback and residual land value outputs by scenario.

**Valuation & Investment Advisory:** Income, cost and market approach valuations, hold versus sell analysis, and investment memoranda for capital raising or disposal. Applied across residential, hospitality, retail, mixed use and land holdings.

**Feasibility studies | HBU Analysis | Benchmarking Analysis | Site Analysis | Asset Management**



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# 04 Management Consultancy

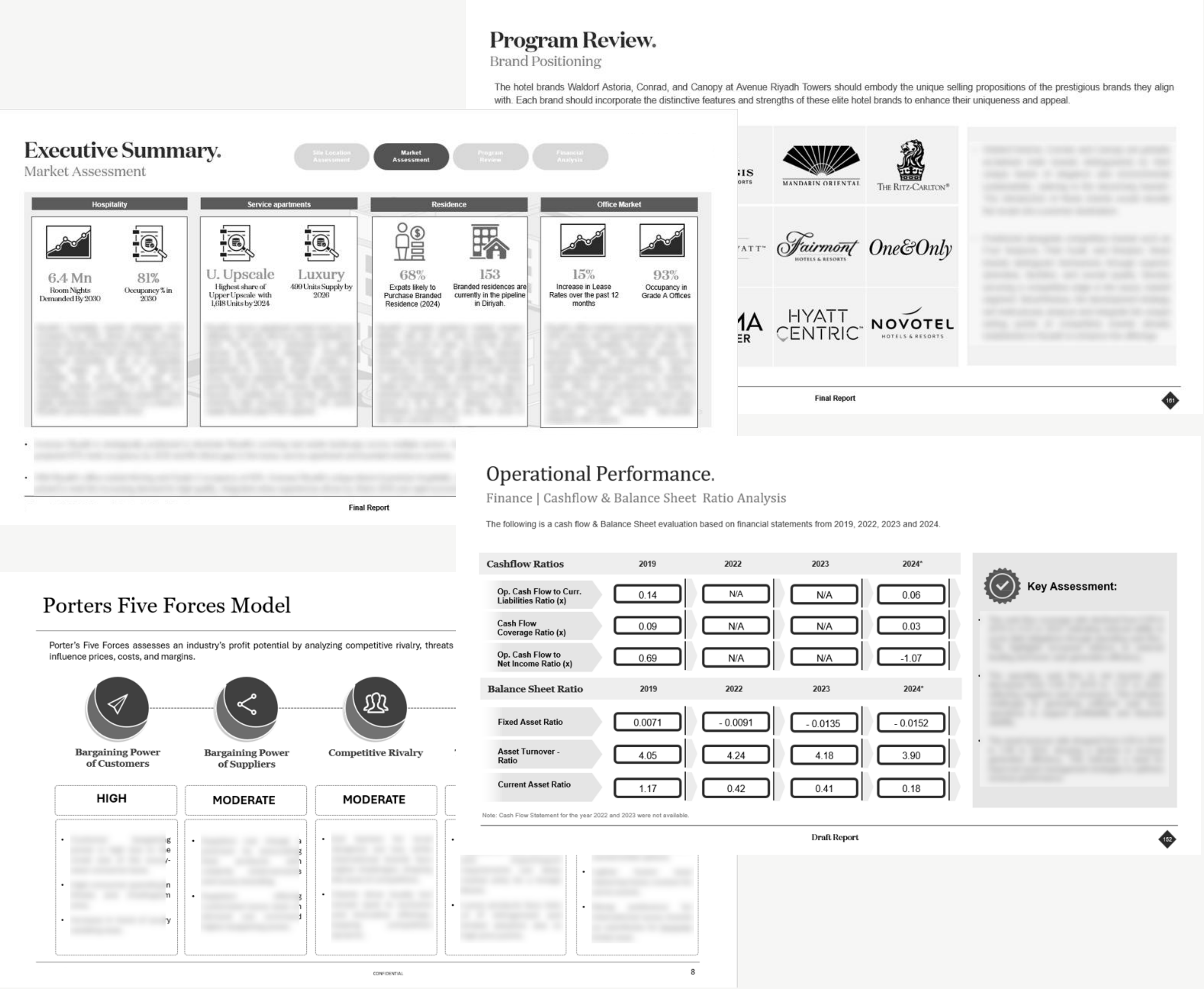
We sharpen how you compete, position and grow. Strategy, pricing and operating model work grounded in your own numbers rather than generic frameworks, with recommendations translated into a plan your team can execute.

**Strategy & Market Positioning:** Market and competitor assessment, customer segmentation, and evaluation of growth options across products, channels and geographies. Output is a prioritized strategy with the financial case attached to each move.

**Pricing & Profitability:** Product and service level cost analysis, margin diagnostics, and pricing structure design. We identify where value is being lost and rebuild pricing around contribution rather than convention.

**Operating Model & Performance:** Organization structure, process and reporting design, KPI frameworks and management dashboards. We align accountability with the numbers so performance is visible early enough to act on.

**Growth strategy | Market entry | Pricing design | Cost Optimization | Performance management**



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# 05 Fractional CFO

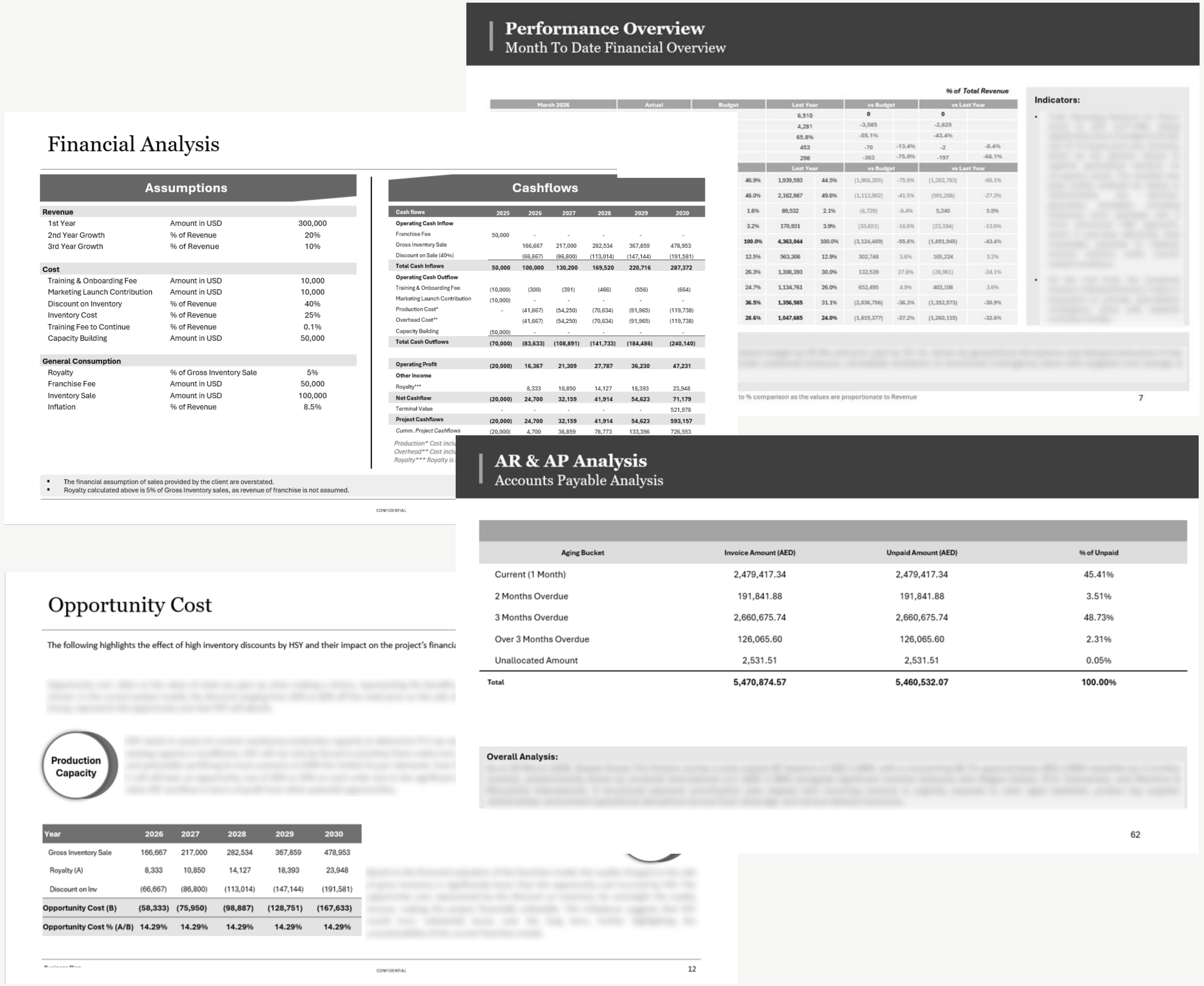
Senior finance leadership on demand. Reporting, forecasting and strategy handled by an experienced CFO on a part time basis, giving you the discipline of a full finance function without the cost of a full time hire.

**Reporting & Financial Control:** Monthly management reporting, variance analysis and board packs, supported by a tightened close process and a control environment that scales with the business. You get the same rigour a lender or investor expects, delivered on a fixed cadence.

**Cash Flow & Forecasting:** Rolling cash flow forecasts, working capital management, scenario planning and covenant tracking. We give you visibility far enough ahead to make funding and hiring decisions with confidence rather than urgency.

**Strategic & Funding Support:** Budgeting, capital structure advice, fundraising preparation, investor and lender reporting, and support through due diligence. We sit alongside the founder or board on the decisions that set the direction of the business.

**Feasibility studies | Capital structuring | Investment memorandam | Valuation support | Transaction advisory**



CONTACT

# Let’s talk about your numbers.

Tell us about your business and what you need. A partner reviews every enquiry and responds within one business day.

FREE CONSULTATION

## Book a 30-minute consultation call.

Walk through your numbers with a senior partner, no obligation. We'll ask about your business, flag where we can help, and outline next steps before you commit to anything.

1. Reach out by phone, email, or LinkedIn
2. We schedule your call within one business day
3. Leave with a clear view of how we can help

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GET IN TOUCH


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