

Case Study

Clockwork Closes, Multiple Acquisitions, Zero Headaches

Noho Zephyr's Finance Transformation

Strategic finance partnership creates BD8/BD10 predictability, month-of-close acquisition reporting, and elastic finance capacity without adding headcount.

Noho Zephyr ("Zephyr"), a rapidly growing, PE-backed company (Juxtapose) with an aggressive acquisition strategy, faced a critical challenge: how to scale accounting operations while executing and integrating multiple acquisitions per year, without constantly hiring and managing new accounting staff.

Zephyr's CFO, Michele DiPasquale, needed to build a financial operation that was scalable and efficient without diverting her focus from high-level strategy.

Instead of a traditional outsourcing model, DiPasquale worked with Consero to pioneer a new partnership framework: Zephyr designs the strategic M&A integration playbook, and Consero provides the horsepower to execute it.

The results have been resounding, enabling Zephyr to integrate new acquisitions in the month of close, deliver financials to investors by Business Day 8, and free the CFO to focus on growth without adding additional headcount.

Partnership Highlights



Multiple acquisitions integrated annually



Consistent BD8/BD10 close



P&L reporting from day one of ownership

Zephyr At a Glance

Zephyr is a tech-forward home services platform with an ambitious goal: perfect the home services experience by bringing together local HVAC, plumbing, and electrical businesses and supporting them with superior operational processes, technology, and talent development.

	Industry	Home services
	Leadership	Michele DiPasquale, CFO
	Growth Model	Roll-up via asset purchase agreements
	Ownership	Private equity-backed
	Consero Solution	Finance as a Service (FaaS)

CHALLENGE:

Building a Financial Operation for Hypergrowth

Zephyr's serial acquisition model required a financial framework that could support rapid, repeated integration of new asset purchase agreements.

To free leadership and internal teams from the day-to-day blocking and tackling of accounting, and the disruptive cycle of hiring new AP clerks or staff accountants for each acquisition, Zephyr needed an outsourced finance partner like Consero that could deliver:

1
Month-end
predictability
and speed
across entities

2
Immediate
P&L visibility
for new assets

3
Scalable
execution
without building
a large internal
accounting team

4
Documented,
enforceable
processes
that withstand
velocity

THE APPROACH:

A New Partnership Model for Strategic Execution

With Zephyr's rapid growth and unique M&A needs, DiPasquale worked with Consero to develop a client-designed/provider-executed model that unlocked scalability a traditional outsourcing relationship couldn't provide.

Zephyr took ownership of process design and strategy, leveraging Consero as its expert execution engine.

Michele and her team defined processes for M&A integration and vendor setup, while Consero provided the dedicated teams (AP, staff accountants, controller) to execute the playbook from AP to GAAP accounting.



*The biggest benefit has been the model...
We built the framework and Consero executes it."*

DiPasquale

Zephyr-Designed Framework

- ✓ Design processes and workflows
- ✓ Define data structures and subsystems requirements
- ✓ Set reporting standards and timelines
- ✓ Establish integration playbook for acquisitions

Consero-Executed Operations

- ✓ Precise execution of defined processes
- ✓ Provide scalable accounting and AP teams
- ✓ Handle daily accounting operations
- ✓ Design close calendar with daily reporting and insights

The M&A Integration Playbook

Building a repeatable acquisition playbook was among DiPasquale's primary mandates. The partnership with Consero became central to this.

"We've had to create a playbook that will allow us to do multiple acquisitions a year. We're very proud of that playbook and you guys are a key to that."

Same-Month Integration	Standardized Process
P&L reporting from day one of ownership	Clear definition of asset purchase agreement requirements
Revenue and expenses (including accruals if needed) in the month of close	Predetermined workflows for opening balance sheet development
Opening balance sheet work accommodated while finalizing seller data	Advance communication protocols for upcoming acquisitions

RESULTS:

Operational Excellence at Scale

The strategic partnership has given Zephyr the operational stability and peace of mind needed to pursue its aggressive growth targets.

"Clockwork" Financial Close

BD8 First Draft Financials with audit-ready BD10 presentations to CEO on monthly performance.

“ We have been able to close repeatedly with first draft financials by BD8, or know why we're not there, and then a hard close by BD10, or why we're not there. That's been lovely. It's been so predictable. It's been so transparent, and it's been like clockwork.”

DiPasquale

AP Excellence

Including W9 vendor setup requirements, enforced capitalization thresholds, and proper expense coding.



Consero's AP team is meticulous, I have built companies similar to this in other places without a Consero, and (often) a direct hire will not follow process like you.

Michele DiPasquale



Accounting Rigor GAAP compliance maintained across all entities, documentation standards that exceed typical high-growth company practices.

"We are light years beyond what any team I've built would have had documented or how they would have followed process."

Resource Flexibility + Strategic CFO Focus

- ✓ Consero scales up during busy periods automatically
- ✓ No CFO involvement in hiring decisions for accounting staff
- ✓ No management of AP or staff accountant turnover
- ✓ CFO freed from day-to-day accounting management
- ✓ Bandwidth for M&A strategy and execution
- ✓ Controller-level function covered



I constantly debate if I should be hiring certain jobs, but I still feel like this is scaling and working... What's great is you guys seem to be able to scale up and down during busy periods."

DiPasquale

Acquisition Integration Speed

Multiple acquisitions per year supported with no delays in financial reporting

Strategic Validation

PE sponsor interest in replicating the model as financial operations keep pace with deal flow