

VJD Financial Solutions Meets Rising Demand for Fractional CFO Services Among Small Businesses

Ocean County firm led by Vin Daniels delivers CFO-level financial guidance and monthly bookkeeping virtually to small and midsize businesses across the country.

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[VJD Financial Solutions](#), a New Jersey firm providing [fractional CFO](#) and bookkeeping services, is responding to growing demand from small and midsize businesses that want CFO-level financial guidance without the cost of a full-time hire. The firm, led by Vin Daniels, works virtually with clients across the country from its base in Ocean County, New Jersey.



VJD Financial Solutions, led by Vin Daniels, provides fractional CFO and bookkeeping services virtually to small and midsize businesses nationwide.

Daniels started the practice in 2012 by helping a friend with his company's books. It has grown through referrals since, and most new clients still arrive the same way.

His background spans more than two decades in finance across the government and private sectors, from auditing municipalities to managing multi-million dollar budgets. Daniels holds an MBA and currently serves as chief financial officer for a public school district, where he oversees a \$40 million budget. That active financial leadership carries directly into the firm's work for private clients.

"Most business owners reach a point where the questions get bigger than the bookkeeping," Daniels said. "They want to know whether they can afford to hire, how to price their work, and what next year looks like. A full-time CFO is out of reach at that size, so those questions sit unanswered. The fractional model puts real financial leadership within reach."

On the bookkeeping side, the firm provides [full-service bookkeeping](#) with monthly categorization, reconciliations, and reporting, along with catch-up bookkeeping, full-service

payroll with tax deposits and quarterly filings, 1099 preparation, and QuickBooks Online setup and training. Advisory engagements cover budgeting and cash flow forecasting, financial strategy, and external controller oversight for businesses with in-house accounting staff.

Clients range from construction companies and electrical contractors to law firms, engineering practices, physical therapy practices, healthcare staffing agencies, and film production companies. For law firms, the practice maintains IOLTA trust accounting reconciled monthly to state bar standards.

Longtime client Brian Gagliana, owner of Greenlight Surf Supply, has worked with Daniels since 2012. Revenue was coming in, but the business was losing thousands of dollars a month without his knowledge. Gagliana said Daniels "clearly opened my eyes to the issues in our financial picture" and helped build a budget and a plan that returned the company to profitability.

The firm delivers all of its work virtually, and clients communicate directly with Daniels rather than a support team. Business owners can request a consultation through the firm's website or by phone.

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