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How the U.S. Dollar's Performance Affects Your Business

It's no secret that the U.S. dollar has begun to lose its grip as the currency against which all others are based. Although it hasn't relinquished the top spot at this point, it's important for businesses to begin contemplating what a change in the status of the American dollar could mean for them.

Perhaps you're thinking, "Whew. This doesn't affect me! We only deal with clientele nationally and on a very modest scale." While that may be true, it doesn't mean that your clients, vendors, competitors, etc., aren't doing business on an international scale. And that means that every move the U.S. dollar makes affects your company, quite possibly more significantly than you think... even if you are convinced that you're somehow "insulated" from the fluctuations.

So how do you determine the relevancy of the dollar's recent downfall in terms of your company's financial model today and in the future? The answer is simple: Get the help of a virtual CFO who can look beyond balance sheets and truly help you strategize.

Any virtual CFO worth his or her salt can assist you in examining all the possible concerns that a falling dollar can have for your business model. Together, you can explore everything from exchange rates to commodity prices to determine how to best position your organization.

You can't afford to ignore what's happening with the U.S. dollar. With a knowledgeable virtual CFO by your side, you can adjust your organization's operations appropriately to ride out any waves caused by our currency's global fluctuations.