



ESTHER BOOKS

Principal, Better Business Accounting

Esther Books is an experienced accounting professional with a demonstrated history of working in the hospitality industry. She has the firm belief that the 'magic is in the numbers' and has made it her mission to educate entrepreneurs and business owners on how to better understand and take charge of their money and profits. She focuses her work on improving internal systems and procedures, so that owners can spend more time working on their business instead of in their business.

Throughout her career as an Operator, Leader and most recently CFO in the Hospitality industry she learned that setting and managing expectations - both one's own, and from employees - combined with a strong accountability system create a positive work environment. Esther would love to be able to pass her knowledge of how to successfully analyze financial information, set fiscal goals and track progress against those goals on to others to help them avoid some of the mistakes she has seen other business owners make. Esther believes a lot of the most common mistakes entrepreneurs make can be avoided with good habits and sound planning.