

WILLIAM R. BAREFOOT, CPA, CGMA

William Barefoot is the principal CPA and owner of William R. Barefoot CPA, LLC, a firm established in 2021. After 23 years in a sizable CPA firm in the Southeast, he wanted to focus on providing strategic CFO services to small and mid-sized businesses. His desire is to help business owners with forward-looking recommendations, based on financial analysis and strategic planning, to help them achieve their goals

He possesses extensive experience in accounting advisory services including setting up, training, and supporting accounting software. He utilizes his 30 years of experience working with businesses across multiple industries with financial analysis, strategic planning, budgeting & forecasting, performance measurement and management accounting.

William is a graduate of the University of North Carolina at Wilmington, class of 1987. He has maintained multiple internationally recognized certifications as well as served in a leadership capacity in accounting and community organizations.

Professional Certifications

- Certified Public Accountant (South Carolina)
- Chartered Global Management Accountant
- QuickBooks Online Advanced ProAdvisor™
- Client Accounting Advisory Services Certificate

Professional Service

- SCACPA Board of Directors (2011-2014)
- Pee Dee Chapter SCACPA officer (2004-2007)

Community Service

- Eastern SC Chapter American Red Cross Board of Directors (2016 – 2022)
- Greater Florence Chamber of Commerce Board of Directors (2012-2015)



Professional Affiliations

Member of the American Institute of Certified Public Accountants (AICPA)

Member of the South Carolina Association of Certified Public Accountants (SCACPA)

Member of the Pee Dee Chapter of SCACPA

Member of the Greater Florence Chamber of Commerce

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