

C.H.A.L.L.E.N.G.E.S.[®]

Working with Families in Business

www.challengesinc.com info@challengesinc.com

1888-273-8307



Happy Independence Day!

July 2009 Newsletter

“Those who would give up essential liberty to purchase a little temporary safety deserve neither liberty nor safety.”

Benjamin Franklin - Historical Review of Pennsylvania, 1759

Question: “Our bookkeeper has been with us for many years. The company has grown to the point where she just does not have the expertise that we need. Since she has been so loyal for so long we just are not sure how to address this situation. Any suggestions?”

We have found this problem to be quite common in many family businesses. It pertains to both loyal bookkeepers (many whom are relatives) as well as to independent accountants who have provided services to the company for many years.

We suggest that you make a list of the accounting services you really need some additional expertise on. Understanding tax liability and planning for it in advance is one of the biggest needs. Go over this list with your current accounting service or bookkeeper. If you want to keep them, stress that they have a job with you and a few of their duties may change in the areas where more professional expertise is needed. Usually we find that the bookkeeper or the long time accounting service has been “stressed” over the fact that they cannot adequately assist the company in these accounting areas and have been fearful that if they addressed it they may lose their job. Your current bookkeeper and possibly your current accounting service can still perform necessary services for you. Look to find additional personnel with the expertise you need in the other areas. You will get the right assistance and still maintain a positive relationship with your bookkeeper and/or current accounting service whom you may have, after many years, become close friends. If one is a family member you can keep this situation from becoming another “family stressor” that can affect personal and business relationships. A win/win solution. We like those kind of resolutions!

Our clients have asked us to search out a qualified CPA company that would be willing to provide “as needed” accounting services. We had to find someone that could go national to in order to service a wide base of

clients, but still be able to give personal, professional service. After a year-long search we feel confident we have found the right company for this service. While we will continue to recommend a variety of local accounting companies to our clients, we do believe the CPA service we have chosen is appropriate for many of our clients. The next few pages will give you an overview of these additional services. If you have an interest in speaking to our CPA partner company, please send us your contact information and we will have them give you a call.

C.H.A.L.L.E.N.G.E.S.® Jim & Ann Marie Kwaiser 1888-273-8307
ann@challengesinc.com or jim@challengesinc.com
Or Smitty Boros sboros@zoominternet.net Pittsburgh, PA
Or Lauren Owen laurenOwen427@gmail.com Seattle, Washington
NOW AVAILABLE - Jim's BOOK: "Roadmap to Success"
Jim is co-author with Stephen Covey and Ken Blanchard.
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**DO YOU WANT TO END YOUR
BOOKKEEPING NIGHTMARES?**

For years our clients have been asking us to find them a bookkeeping firm that can offer what they need when they need it. We have realized that, with few exceptions, most communications to or from your CPA is by phone, fax or telephone. So we expanded our search to a company with a variety of national offices and who are experienced professionals in working with all types of accounting clients by fax or telephone (or even Skype!) We also were looking for a company that met our "Family First Philosophy" with the family being the most important equation of their services. With this in mind we set out to find an accounting company, heavy with CPAs, offering top quality accounting services at affordable prices. Accounting Services that can be offered anywhere in the United States.

Are you using QuickBooks®? Or **are you struggling to set up or keep an eye on your bookkeeping system?** Either way we think most of you would rather be generating sales than making journal entries or supervising the person who does. Unfortunately, bookkeeping is the one thing you really can't afford to overlook because it's the very first step in the accounting process.

No matter how big or small your business is, keeping the books is essential. The CPAs of our trusted associate can help you organize and prepare your financial records. They will also translate those numbers into practical information that can be used to increase your company's financial health.

Why outsource?

If you've never considered outsourcing, there are benefits. Whoever is doing your bookkeeping can be redirected to other projects with greater return, the risk of fraud or embezzlement will be reduced and you'll gain peace of mind you never thought possible before. Perhaps the biggest benefit to you is that you'll consistently receive your financial information in a timely and accurate way. When your daily business operations are running more efficiently, it's a lot easier to forecast increased profitability. And that is the bottom line.

How much does the service cost?

The price range is generally \$300-\$1000 per location per month, depending on the size of your company and the number of transactions involved. Once our CPA partners have a better idea of your needs after spending some time learning more about your specific situation, you will receive a written fee quote.

How much does the payroll service cost and what if I have some employees in different states?

The price is currently @2.20 per check issued with established minimum per payroll run. Our CPA Partners will prepare all necessary reports for each state in which your employees reside.

How do I know my information will stay private?

All of your information will be uploaded to a secure server. At no time will your company's information be shared or be at risk of being shared by other parties.

I've worked with my current CPA for years and I like him (or her). Will I be required to use your CPA partners for tax preparation or other advice?

No, you are welcome to continue using your current CPA.

My business is different. How do I know that your partners understand my industry and business model?

Good question. Our CPA partners have years of experience working with hundreds of businesses in many different types of industries. There is a very strong chance that they have a good deal of expertise with your particular situation.

What other reports do I get besides my Balance Sheet and P&L?

You get a statement of cash flows, a break-even report, and a ratio "scorecard" that shows how efficient your business is in generating profits and using its assets such as inventory and equipment. These reports let you monitor your business's performance on a monthly basis and make immediate adjustments.

Beyond the basics.

Depending upon your size and employee makeup, there are many ways our trusted associates can help your business, including:

- **General ledger reports**, which furnish the details of your company's assets, liabilities, owner's equity, revenue and expenses, and help you better manage your business.
- **Financial statements**, (*Price range: generally \$300-\$1000 per location per month*) which present your balance sheets and income and cash-flow statements. They'll help you understand your company's financial position during the time period reflected in the financial statement. These services include:

- Preparation of monthly financial statements
- Reconciliation of bank account
- Preparation of monthly sales/use tax returns, if required
- Preparation and maintenance of depreciation schedules
- Ratio analysis and comparison of results to benchmarked data
- **Prepared budgets and forecasts**, which offer an estimate of future costs and/or revenues and provide an anticipated financial position.
- **Payroll and payroll tax service.** (Price: currently @2.20 per check issued with established minimum per payroll run) Using the information that you provide these payrolls services include:

- Calculation of payroll checks
- Issuance of payroll checks, either by check or direct deposit
- Preparation and filing of required monthly, quarterly and annual governmental payroll tax reports
- 3rd party checks in payment of taxes, garnishments, or retirement plan contributions

Our CPA partners also consult with each business as they begin services to assist them in setting up a streamlined accounting system, saving them time and developing efficient ways of gathering the information needed to prepare the financial statements. For this service, they charge a fee equivalent to the time spent at their standard hourly rates.

- **Other services offered by our CPA partners**

- Income tax consulting and preparation
- Tax credit program, identifying and calculating employment tax credits

- Technology consulting, including QuickBooks consulting

- Audit services

- Estate planning

- State, local and sales tax consulting

- Human resource consulting

- Marketing consulting

- And more!

Our CPA partners will speak in language that we all understand!
They promise to answer all your accounting questions.

If you want to know more about eliminating these bookkeeping headaches, contact us and we will have our CPA partners get directly in touch with you. You have nothing to lose except your stress caused by managing the bookkeeping system end of your business.

jim@challengesinc.com or ann@challengesinc.com or 888-273-8307
or go to [amazon.com](https://www.amazon.com) and search "Jim Kwaiser"