


QuickBooks®
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ProAdvisor® Gives Clients Confidence with QuickBooks® Payroll

AT A GLANCE

- ▶ A QuickBooks ProAdvisor® provides QuickBooks training and support for a wide range of small, local businesses in the Detroit, MI area.
- ▶ Business is growing—she has gained 90%-100% of her customer base from the QuickBooks Find-a-ProAdvisor® referral website.
- ▶ Both **Provides** and **Helps** with Payroll: she provides a wide range of services for clients, from setup and training to full provision of payroll services.
- ▶ QuickBooks Payroll helps grow her business: she demonstrates to her clients how they can save money and gain more control over their finances by either showing them how they can bring payroll in-house or doing their payroll for them.

PROADVISOR PROFILE

Stacy Kildal

- Advanced Certified QuickBooks ProAdvisor, Certified QuickBooks Enterprise Solution ProAdvisor, member of the Intuit Accountants Speakers Bureau, and specialist in QuickBooks training and support for small businesses.
- Has two part-time assistants who help out with on-site bookkeeping requirements.
- 100% of clients are on QuickBooks, with 15 using QuickBooks Payroll services.
- Suggests bringing payroll in-house (either by training clients to do payroll or performing payroll for them) with QuickBooks Payroll to all new clients as an added value service.



“Most people don’t realize that once you’ve got it set up, doing payroll with QuickBooks Payroll hardly takes any time at all. Once I explain to clients that I provide that service as part of my flat fee, they’re eager to take advantage of that cost-savings, and they start feeling more confident about doing it themselves.”

Stacy Kildal
ProAdvisor
Kildal Services, LLC

Stacy was just 13 years old when she did her first payroll—she had taken over the books for her father’s construction company, who really needed her help. “At that point, he was writing out invoices by hand!” Stacy recalls.

More than 20 years later, Stacy is still helping small businesses with their bookkeeping, this time with more than a general ledger and some carpentry pencils.

Stacy is a QuickBooks ProAdvisor who assists businesses with their bookkeeping and payroll requirements. She travels around the Detroit, MI area to various client sites, and has been growing her business at a fast pace, despite a slowing economy in the region.

QuickBooks Payroll makes the job easy
 She first discovered QuickBooks at a job several years ago, where she installed and taught herself how to use it.

“One of the first things I noticed was the payroll function. I was really excited—I had just come from a job where the system was so archaic, there was no way of keeping track of overtime. But

with QuickBooks, it’s just so easy,” Stacy enthuses.

Stacy has worked with over 85 clients over the last 2½ years, from a wide variety of industries and with a wide range of needs. Her clientele range from flight instructors to dentists to online retailers.

And they are keeping her busy. So busy that Stacy hired two part-time assistants last year to help with on-site work for around ten hours a week.

“My goal is to finish my workday by three o’clock,” she says. “When I first started, I was putting in 70-80 hour weeks, but now I finish my workday by mid-afternoon.”

Winning business with QuickBooks Payroll

Stacy gets 90% or more of her business through the QuickBooks Find-a-ProAdvisor Website, a referral site for certified ProAdvisors. The rest she obtains from word-of-mouth and from a local business networking group. Every one of her clients is using QuickBooks, with most on QuickBooks Pro.

Offering payroll service is a real deal


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winner for Stacy. She quickly earns her clients' trust when she explains that they can bring payroll in house with QuickBooks® Payroll and save on the cost of outsourcing.

"I throw that in as an included service—I'm there doing their books anyway. Once it's set up, it hardly takes any time to do it," she says.

Clients are thrilled when they realize they can save over \$1000 a year on outsourced payroll costs. "People often think \$45-\$100 per pay run isn't much. But over the year, that adds up. I show them how they can do it with a QuickBooks Enhanced Payroll subscription for a lot less."

"New businesses often call and ask what payroll service I recommend, and I always, always tell them they can do it themselves with QuickBooks," Stacy explains further. "They're a bit skittish at first, but once I show them how to do it, they're very happy."

Serving a wide variety of needs and comfort levels

Stacy's customers vary widely in their levels of comfort around doing their own payroll. Some have Stacy just provide setup, training, and occasional support, while others prefer to have her take care of it completely.

Stacy serves her clients either through their own QuickBooks Enhanced Payroll or QuickBooks Basic Payroll

subscriptions, or through her QuickBooks Premier Accountant Edition with an Enhanced Payroll for Accountants subscription, to which she can add up to 50 employee identification numbers (EINs).

To run her own business, Stacy uses QuickBooks Online Edition Payroll, which allows her to access the data she needs no matter where she is. That way she can create invoices on the fly, and have them paid immediately.

A marketing firm, for example, only requires her services once a month. Stacy spends one to two hours monthly paying their liabilities and preparing forms. "Every month I tell her I haven't had to fix anything. But she feels more comfortable having me oversee her work," Stacy says.

On the other end of the scale is an online retailer that Stacy visits weekly, www.watchwear.com. For this retailer, Stacy does it all: adds up timesheets, cuts the checks, and at the end of the month pays liabilities and prints out tax forms.

Saving time and money for one fast-growing client

Watchwear.com was very pleased to bring Stacy into their business. When they first met, Stacy showed them how they could save money with features they had already paid for.

"We're saving roughly \$400 per month, and we've been able to eliminate the time spent adding up time sheets, as well as the process of punching in itself," says Jeff Freedman, President and Founder of watchwear.com.

Watchwear.com also likes the control that having payroll in-house provides. "We can now pull reports anytime without having to make requests (and pay extra fees) to the payroll service," Jeff adds. "We can also print W2s and W3s in-house, and reprint them if they get lost."

"Having in house control is just superior and more cost effective, particularly at year-end," he concludes. "Everything is consolidated for our CPA to prepare annual returns."

QuickBooks Payroll helping grow the business

If you ask Stacy, she'll tell you emphatically that QuickBooks Payroll has helped her increase her business. "Payroll is typically not one of those things where people call *me* and ask for it. But it is definitely one of those things that helps me show them how much more I can bring to their business."

"And payroll is huge for these guys," she continues. "They tend to be a bit nervous about it. So when I can come in and help them feel confident about it, *and* save them money, it really helps me earn their trust and win that business."

FOR MORE INFORMATION

For more information about QuickBooks Payroll, please visit our Web site at <http://www.accountant.intuit.com/payroll>.

For more information about Kildal Services, please visit <http://kildalservices.com>.

For more information about Watchwear, go to <http://watchwear.com>.

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