The DNA of a CAS Firm
One firm’s journey to world-class client services

Laura Redmond
Take a minute to connect with your neighbor

#QBConnect | WiFi: QBConnect
CPE Process

In order to receive CPE credit
- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for 1 hour of CPE
- CPE certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register
behind the scenes with REDMOND ACCOUNTING INC
About today’s speaker

Laura Redmond

2019 Top CAS ProAdvisor, IA
2015 Top 20 Firm of the Future, Intuit
2014 Leading QuickBooks Online Practice, IA
Founder, Redmond Accounting Inc
Co-founder, Aero Workflow
Agenda

Vision
Process
System
Results
Agenda

Vision

Process

System

Results
Vision > Leadership

- Core values
- Core focus
- Marketing strategy
- Target
The foundation of your company’s culture

- List people you admire
- List what you admire
- Select 5 – 10 core values
Vision > Leadership > **Core Focus**

- Why you are excited to wake up and come to work
- What you do well and enjoy doing
Vision > Leadership > Core Focus

- Simple language
- Big & bold
- Ah-ha effect
- Comes from the heart
- Not just about money
- Bigger than a goal
Vision > Leadership > **Marketing Strategy**

- Target market
- Three uniques
- Proven process
- Guarantee
Vision > Leadership > **Target**

- Total revenue
- Average client revenue
- Client count
- Staff count
Vision > Traction

LEVEL 10 MEETING

Good news 5 mins
Scorecard: on / off target 5 mins
Rock review: on / off track 5 mins
People headlines 5 mins
To-Do list: done / not done 5 mins
Issues: identify, discuss, solve 60 mins
Conclude 5 mins
Vision

What do you want?

Resonates with everything else you do
Agenda

Vision

Process

System

Results
Process > Marketing > Branding > message

WHO
HOW
WHAT
WHY
WHEN
WHERE
Process > Marketing > Branding > style

Typography
Typography
Typography
Typography

Logo
Process > Marketing > Lead Generation > **target market**

- Country: United States
- Revenue: 1M to 10M
- Industry: Professional services
- Technology: QuickBooks
- Position: Most senior contact
- Email Type: Verified
Process > Marketing > Lead Generation > blog
What is CAS?

Hey Laura,

I recently spoke to a business owner who was confused by the varying services offered by different accounting firms. Think about it this way. One engineer builds software; another builds bridges. One attorney works in civil legalities; another pursues criminal cases. The accounting profession also has specialties such as Tax, Audit and Client Accounting Services (CAS). What is CAS?

It's the equivalent of a business’ accounting department, performed by an accounting firm. CAS practice is one of the fastest-growing in the profession. Progressive firms perform day-to-day accounting functions so you don’t have to carry the burden of staffing, supplying, hiring and managing an accounting team.

We love what we do. But it’s no fun until we share it with you! Reach out to us or forward this email to someone you know who needs us.

Thanks again!

Laura Redmond
Founder
Redmond Accounting

Sent to: laura@redmondaccounting.com
Don’t want future emails? Unsubscribe
Process > Marketing > Lead Generation > social media
Process > Marketing > Lead Generation > website
Process > Sales > Lead Qualification > schedule appointment
Process > Sales > Lead Qualification > right fit
Process > Sales > Lead Qualification > **cost calculator**

![Accounting Department Cost Calculator](image)

**Accounting Department Cost Calculator**

Use our calculator to determine general costs associated to an in-house accounting department. Click the **Use Typical Costs** button to quickly fill in common amounts. Make changes, as needed, and click **Calculate**.

**Cost of Staff Accountant**

- Hourly rate
- Hours per week
- Payroll % (taxes & workers comp)
- Health insurance
- Retirement %
- Overhead % (office space, computers, supplies)
- Number of Staff Accountants

**Additional Costs**

- Your supervision hours per week
- Your hiring & training hours / year
- Your hourly value
- CPA cleanup fees / year

**Calculate**

**Monthly Cost = $6020.11**
Needs Assessment

Money In

Questions related to money coming into the business by customers, clients, patients, donors, etc. We do not perform this service, however the method in which revenue is recorded on the books is critical to the rest of the work that we do.

Method used for recording sales and collecting payments from customers

Choose

Revenue process *

Explain current workflow process for recording revenue and collecting payment from your customers, including software programs used and who performs this work

Your answer

Payment methods accepted from your customers *

- Check
- Credit Card
- Wire
- ACH
- Cash

Choose

- None
- Invoice customers, paper check payments taken to bank for deposit
- Invoice customers, electronic payments automatically deposited at bank
- Online webstore / E-Commerce
- Physical store with Point of Sale register
- Physical restaurant with Point of Sale register
- Practice management tool invoices and collects from patients in office
- 3rd party medical billing service
- Automated recurring charges
Process > Sales > Needs Assessment > qb access
Process > Sales > Proposal > meet
Process > Sales > Proposal > demo
Process > Sales > Proposal > data analysis
Process > Sales > Proposal > **options**

<table>
<thead>
<tr>
<th>TEAM PLAN</th>
<th>CORE PLAN</th>
<th>GURU PLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scalable solutions</td>
<td>Powerful efficiency</td>
<td>Solid framework</td>
</tr>
<tr>
<td>$ [price] per month</td>
<td>$ [price] per month</td>
<td>$ [price] per month</td>
</tr>
<tr>
<td>Terms = 12 months</td>
<td>Terms = 12 months</td>
<td>Terms = 12 months</td>
</tr>
</tbody>
</table>

- Structure
- CFO Call
- Forecast & Budget
- Cash Flow
- Ratio Analysis
- Reconcile and Close
- Adjusting Journals
- Bank Feed
- Managed Workflow
- Payroll
- Payables
Process > Sales > Proposal > **client engagement**
Hi [Prospective Client Name],

This is your confirmation that proposal #[Proposal Number] for [Service Name] was accepted. For your reference here is a link to your engagement letter.

Please complete the steps below to get started with us:

1. Look for an email invite to Client Hub within the next 24 hours on regular business days
2. Accept the invite and set your password
3. Download the iOS or Android app for Client Hub on your smartphone and log in
4. Click this link to schedule a Kickoff Meeting with us to discuss:
   - How we communicate
   - How we gather info that we need in order to start setting up your services

Here is a video overview of this process.
Process

How will you get there?

“This is how we do things here”
Agenda

Vision
Process
System
Results
## Manage Open Aeros Due Today

<table>
<thead>
<tr>
<th>Start Date</th>
<th>Est. Hours</th>
<th>Subject</th>
<th>Type</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>09/30/2019 09:00 PM</td>
<td>0.00</td>
<td>QBO &quot;What's New&quot; webinar</td>
<td>RAI - HR</td>
<td>Not Started</td>
</tr>
<tr>
<td>10/01/2019 10:00 AM</td>
<td>0.50</td>
<td>QBO: Reconcile credit cards</td>
<td>ACC-GL</td>
<td>Not Started</td>
</tr>
<tr>
<td>10/01/2019 10:00 AM</td>
<td>1.00</td>
<td>QBO: Bank feed</td>
<td>ACC-GL</td>
<td>Not Started</td>
</tr>
<tr>
<td>10/03/2019 09:00 AM</td>
<td>1.50</td>
<td>Add transactions from Debit Card to Report</td>
<td>ACC-GL</td>
<td>Not Started</td>
</tr>
<tr>
<td>10/01/2019 06:00 AM</td>
<td>2.00</td>
<td>QBO: Reconcile</td>
<td>ACC-GL</td>
<td>Deferred</td>
</tr>
<tr>
<td>10/01/2019 12:00 AM</td>
<td>1.50</td>
<td>Monthly Controller Call</td>
<td>ACC-CS</td>
<td>Not Started</td>
</tr>
<tr>
<td>10/03/2019 06:08 AM</td>
<td>1.00</td>
<td>Post weekly blog on social media</td>
<td>RAI - Sales &amp; Marketing</td>
<td>Not Started</td>
</tr>
<tr>
<td>10/01/2019 05:00 AM</td>
<td>0.50</td>
<td>Fund IRA</td>
<td>ACC-AP</td>
<td>Not Started</td>
</tr>
<tr>
<td>10/03/2019 01:24 PM</td>
<td>0.50</td>
<td>Setup Google Analytics &amp; tracking</td>
<td>RAI - Sales &amp; Marketing</td>
<td>Deferred Need to research</td>
</tr>
<tr>
<td>10/01/2019 12:00 AM</td>
<td>8.00</td>
<td>[Billable] 1099: Vendor W9 Management</td>
<td>ACC-AP</td>
<td>Not Started</td>
</tr>
<tr>
<td>10/01/2019 04:10 PM</td>
<td>0.50</td>
<td>Bill.com training</td>
<td>ACC-GL</td>
<td>Deferred</td>
</tr>
<tr>
<td>10/03/2019 08:30 AM</td>
<td>0.25</td>
<td>Transfer to Gusto</td>
<td>ACC-GL</td>
<td>Deferred</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Grp Hrs:</strong></td>
<td><strong>3:00</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Grp Hrs:</strong></td>
<td><strong>2:00</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Grp Hrs:</strong></td>
<td><strong>14:50</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Grp Hrs:</strong></td>
<td><strong>4:00</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Tot Hrs:</strong></td>
<td><strong>33:00</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Process > Sales > Proposal > **task assignment**

![Image of a task assignment process]

#QBConnect @Redmond_Laura
System > Onboarding > **Phase #1 Welcome Client**
System > Onboarding > Phase #1 > **status tracker**

### Client Onboarding Status

<table>
<thead>
<tr>
<th>TASK</th>
<th>STATUS</th>
<th>START DATE</th>
<th>DUE DATE</th>
<th>% COMPLETE</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Client</td>
<td>In Progress</td>
<td>4/4/2019</td>
<td>4/9/2019</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Kickoff Meeting</td>
<td>Not Started</td>
<td>4/9/2019</td>
<td>4/10/2019</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Gather Info</td>
<td>Not Started</td>
<td>4/10/2019</td>
<td>5/1/2019</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Setup Accounting Structure</td>
<td>Not Started</td>
<td>5/1/2019</td>
<td>5/6/2019</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Transition Meeting</td>
<td>Not Started</td>
<td>5/6/2019</td>
<td>5/7/2019</td>
<td>0%</td>
<td></td>
</tr>
</tbody>
</table>
System > Onboarding > Phase #1 > invite client

Redmond Accounting Inc has invited you to ClientHub

Laura Redmond invited you, use the link below to join. It only takes a minute to create an account!

Use this link to get started:

https://clienthub.app/#/registration/join/c255af0-4132-11e6-9cc4-

Mobile App for iOS and Android available!
Scan the QR Code below, install the app and start exchanging messages and files from anywhere.

Or access clienthub.app/#/install from your mobile device.
Schedule "Kickoff Meeting" with client

Update "Onboarding Status Tracker"

Schedule "Kickoff Meeting" with client, sales team, and onboarding team

Update "Client Onboarding Status Tracker" for this Phase to "Done"

Schedule Aero for OB Phase #2 - Kickoff Meeting with Client (make sure this is done automatically when client sets appt)
System > Onboarding > Phase #2 Kickoff Meeting

Client Onboarding Phase #2: Kickoff Meeting

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Update &quot;Client Onboarding Status Tracker&quot; for this Phase to &quot;In Progress&quot;</td>
<td>Ensure your workspace is clean and ensure your webcam is working and your appearance is camera-ready – impressions matter!</td>
<td></td>
</tr>
<tr>
<td>Prepare for meeting - workspace</td>
<td>Ensure your workspace is clean and ensure your webcam is working and your appearance is camera-ready – impressions matter!</td>
<td></td>
</tr>
<tr>
<td>Start web meeting with client</td>
<td>Meeting is kicked off by the Sales rep who has the active relationship with new client</td>
<td></td>
</tr>
<tr>
<td>Welcome clients</td>
<td>Thank the client again for their business and let them know you and your team are excited to be working with them. Don’t just dive right into the administrative tasks</td>
<td></td>
</tr>
<tr>
<td>Introduce your team, especially the lead onboarding point of contact</td>
<td>Share info regarding team members</td>
<td></td>
</tr>
<tr>
<td>Ask client to share their screen and log in to Client Hub and review the 4 panes together - conversations, tracked items, apps, links</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outline remaining phases of the onboarding process in order for service to begin</td>
<td>1. Tracked items (Gather info) 2. Setup accounting structure 3. Transition meeting.</td>
<td></td>
</tr>
<tr>
<td>Wrap up meeting and say goodbye</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discuss any chaos with onboarding team, is new proposal needed? Create any special demos, if needed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>End meeting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Send summary to client</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Update &quot;Client Onboarding Status Tracker&quot; for this Phase to &quot;Done&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Schedule Aero for CB Phase #3 - Gather info</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
System > Onboarding > Phase #2 > client hub training
System > Onboarding > Phase #2 > prep next phase

- Post link to client with instructions for Next Steps
- Update "Onboarding Status Tracker"
- Schedule Aero for Phase 3 tasks

- Send summary to client
- Update "Client Onboarding Status Tracker" for this Phase to "Done"
- Schedule Aero for OB Phase #3 - Gather Info
System > Onboarding > **Phase #3 Gather Info**

Client Onboarding Phase #3: Gather info

- Update "Client Onboarding Status Tracker" for this Phase to "In Progress"
- Check off items below, as received in Client Hub (keep checking on this and deferring this aero daily until complete)
- Update "Client Onboarding Status Tracker" for this Phase to "Done"
- Schedule Aero for OB Phase #4 - Setup
## Client Onboarding Phase #4: Setup Structure

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Update “Client Onboarding Status Tracker” for this Phase to “In Progress”</td>
<td></td>
<td>👇</td>
</tr>
<tr>
<td>Setup client email alias <a href="mailto:client@domain.com">client@domain.com</a></td>
<td></td>
<td>👇</td>
</tr>
<tr>
<td>Setup Teamwork inbox &amp; Teamwork client portal</td>
<td></td>
<td>👇</td>
</tr>
<tr>
<td>Create zap to add an email when tickets assigned for this new client</td>
<td>Clone from another client</td>
<td>👇</td>
</tr>
<tr>
<td>Send email from Teamwork</td>
<td>Give client the new client alias email address and tell them to use that for any emails. Explain again how to access the link in ClientHub -&gt; Apps section for tickets and log in. Show them the Welcome email is there. Explain that any other emails from them or anyone with their company domain name can be found &amp; tracked here</td>
<td>👇</td>
</tr>
<tr>
<td>Create anew to set up each app identified for this client</td>
<td></td>
<td>👇</td>
</tr>
<tr>
<td>Create anew to Setup QBO</td>
<td></td>
<td>👇</td>
</tr>
<tr>
<td>Create anew to Setup BOC</td>
<td></td>
<td>👇</td>
</tr>
<tr>
<td>Create anew to Setup Expensify</td>
<td></td>
<td>👇</td>
</tr>
<tr>
<td>Create anew to Setup Gusto</td>
<td></td>
<td>👇</td>
</tr>
<tr>
<td>Update CS = “Insights” doc with any insights from Setup</td>
<td>To improve future onboarding efforts</td>
<td>👇</td>
</tr>
<tr>
<td>Schedule master agenda for recurring services</td>
<td></td>
<td>👇</td>
</tr>
<tr>
<td>Review all data &amp; systems for integrity</td>
<td></td>
<td>👇</td>
</tr>
<tr>
<td>Hold team meeting</td>
<td>Schedule team meeting with the bookkeeping/accounting team and onboarding lead to discuss the scope of the project, timelines and expectations, scheduling. Get this nailed down before the kickoff meeting with the client</td>
<td>👇</td>
</tr>
<tr>
<td>Create Agenda for Client Transition meeting</td>
<td>The agenda should include training plan on Teamwork &amp; Apps, plus any outstanding information/items still needed from the client</td>
<td>👇</td>
</tr>
<tr>
<td>Schedule Phase #5 Transition Meeting with client, Onboarding mgmt and service team. Send agenda to client with this email.</td>
<td></td>
<td>👇</td>
</tr>
<tr>
<td>Update “Client Onboarding Status Tracker” for this Phase to “Done”</td>
<td></td>
<td>👇</td>
</tr>
<tr>
<td>Schedule anew for DB Phase #5 - Transition Meeting</td>
<td></td>
<td>👇</td>
</tr>
</tbody>
</table>
System > Onboarding > Phase #4 > setup email
### QBO: Setup - create client company for new business

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add Client</td>
<td>Log in to QBOA. Left Navigation Bar &gt; Your Practice &gt; Clients. Click Add Client button on top right hand corner of screen.</td>
</tr>
<tr>
<td>Contact Information</td>
<td>Enter contact information for new business. Click Next button.</td>
</tr>
<tr>
<td>Subscription</td>
<td>Specify monthly subscription charges.</td>
</tr>
<tr>
<td>Team</td>
<td>Select the team members who will have access to the new company.</td>
</tr>
<tr>
<td>Access new company</td>
<td>Your company name will be displayed as the name of the new company.</td>
</tr>
<tr>
<td>Setup Wizard</td>
<td>The setup wizard is the first step in creating a new company in QuickBooks.</td>
</tr>
<tr>
<td>Company Settings</td>
<td>Set up information for your company, including addresses and phone numbers.</td>
</tr>
<tr>
<td>Chart of Accounts</td>
<td>Set up your company's chart of accounts, including accounts and subaccounts.</td>
</tr>
</tbody>
</table>

### BDC: Setup - create client account

**Author: Victoria Cameron**

- **Create New BDC Company**
  - Start from your client list and select Add Client in upper right hand corner and click on it.
  - Enter Client Contact Info
  - Select QuickBooks Products
  - Add Team Members from your firm that will need to access the company.

- **Then access the client company from your list by clicking on the Client.**

  ![Client List](image-url)

- **Red Circle**: Click on the red circle to access the client company from your list.

**Resources**

- Log in to BDC accountant console > click Manage Console button > click Add Client Company button. Complete relevant information and save to create new BDC subscription.

- Access: Return to Client List and click to access new BDC account.

- Initial BDC sync: The first time you enter a new BDC client, if you had designated the Accounting Software as QBO, you will be prompted to sync with QuickBooks Online. Click the button to connect to QuickBooks.

- Sync preferences: Gear > Settings > Sync Preferences: Review defaults and be sure to update any left blank or incorrect.

- Startup checklist: Navigate to Gear > Startup Checklist to configure appropriate settings

- Configure Inbox: Gear icon > Startup Checklist > Inbox: Specify custom inbox email address and fax number

- Payables bank account: Gear icon > Startup Checklist > Bank account: Link bank account. Verify personal information to confirm you are who you say you are. Then enter your client's bank account information. Then follow instructions to verify account (fastest method is via online access).

- Payables approval: Gear icon > Startup Checklist > Approval: Configure bill approval workflow
System > Onboarding > Phase #4 > schedule recurring service
System > Onboarding > Phase #4 > prep next phase

- Schedule "Transition Meeting" with client, send Agenda
- Update "Onboarding Status Tracker"
- Schedule Phase 5 tasks

- Schedule Phase #5 Transition Meeting with client, Onboarding rep and service team. Send agenda to client with this email.
- Update "Client Onboarding Status Tracker" for this Phase to "Done"
- Schedule Aero for OB Phase #5 - Transition Meeting
# Phase #5 Transition Meeting

## Client Onboarding Phase #5: Training & Transition

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Update “Client Onboarding Status Tracker” for this Phase to “In Progress”</td>
<td>Ensure your workspace is clean whether meeting in person or virtually. If meeting virtually, ensure your webcam is working and your appearance is camera-ready – first impressions matter!</td>
<td></td>
</tr>
<tr>
<td>Prepare for meeting - review agenda &amp; prep workspace</td>
<td>Welcome client, introduce team on the meeting</td>
<td></td>
</tr>
<tr>
<td>Welcome client, introduce team on the meeting</td>
<td>Thank the client again for their business and let them know you and your team are excited to be working with them. Don’t just dive right into the administrative tasks</td>
<td></td>
</tr>
<tr>
<td>Have client share screen</td>
<td>Share client screen so that they can drive</td>
<td></td>
</tr>
<tr>
<td>Train client on Teamwork</td>
<td>Explain again how to access the link in ClientHub &gt; Apps section for tickets and log in. Show them the Welcome email is there. Explain that any other emails from them or anyone with their company domain name can be found &amp; tracked here</td>
<td></td>
</tr>
<tr>
<td>Train client on accounting system</td>
<td>How their accounting system works from their perspective (how they do their part). Re-do the sales demo but with the client’s specific info this time. Walk them through the suite of software tools they will be using...the frequency work will be done. Emphasize the benefits to the client of each app and maybe share with the client why your firm has chosen each particular app.</td>
<td></td>
</tr>
<tr>
<td>Review and reinforce agreement, per engagement letter / proposal</td>
<td>Review frequency of service</td>
<td></td>
</tr>
<tr>
<td>Review Status of Tracked Items &amp; Setup work</td>
<td>Discuss any cleanup or catchup work and client involvement</td>
<td></td>
</tr>
<tr>
<td>Discus any cleanup or catchup work and client involvement</td>
<td>Keep a list of additional tasks or actions identified during meeting that need to be scheduled. Create Aeros for each after meeting</td>
<td></td>
</tr>
<tr>
<td>Keep a list of additional tasks or actions identified during meeting that need to be scheduled. Create Aeros for each after meeting</td>
<td>Tip: Stay logged into Aero and create related Aeros for each outstanding item so that nothing slips through the cracks.</td>
<td></td>
</tr>
<tr>
<td>End meeting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Update “Client Onboarding Status Tracker” for this Phase to “Done”</td>
<td>Congratulations on completing the Onboarding process. Summarize the meeting and give them a list of any outstanding items due from them</td>
<td></td>
</tr>
<tr>
<td>Email a meeting summary to the client</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
System > Onboarding > Phase #5 > training
System > Onboarding > Phase #5 > **status complete**

<table>
<thead>
<tr>
<th>TASK</th>
<th>STATUS</th>
<th>START DATE</th>
<th>DUE DATE</th>
<th>% COMPLETE</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Client</td>
<td>Completed</td>
<td>10/3/2019</td>
<td>10/8/2019</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>Kickoff Meeting</td>
<td>Completed</td>
<td>10/8/2019</td>
<td>10/9/2019</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>Gather Info</td>
<td>Completed</td>
<td>10/9/2019</td>
<td>10/30/2019</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>Setup Accounting Structure</td>
<td>Completed</td>
<td>10/30/2019</td>
<td>11/4/2019</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>Transition Meeting</td>
<td>Completed</td>
<td>11/4/2019</td>
<td>11/5/2019</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>
How will you manage?

The firm is responsible for planning its success
Agenda

Vision
Process
System
Results
# Average Actual Time For Master Aeros By Company

**This Year To Date**

1/1/2017 - 1/23/2017

### Adams and Adams, LLC

<table>
<thead>
<tr>
<th>Assigned To</th>
<th>Subject</th>
<th>Project</th>
<th>Estimated Time</th>
<th>Average Actual Time</th>
<th>Variance Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Robert</td>
<td>Payroll using IOP</td>
<td></td>
<td>0.50</td>
<td>0.11</td>
<td>0.39</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total: 0.50</td>
<td></td>
<td>Total: 0.11</td>
<td>Total: 0.39</td>
</tr>
</tbody>
</table>

### Cherry's Express

<table>
<thead>
<tr>
<th>Assigned To</th>
<th>Subject</th>
<th>Project</th>
<th>Estimated Time</th>
<th>Average Actual Time</th>
<th>Variance Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Robert</td>
<td>Payroll using IOP</td>
<td>Monthly Booking</td>
<td>0.50</td>
<td>0.07</td>
<td>0.43</td>
</tr>
<tr>
<td>Robert</td>
<td>Payroll using IOP</td>
<td>Monthly Booking</td>
<td>0.50</td>
<td>0.04</td>
<td>0.46</td>
</tr>
<tr>
<td>Robert</td>
<td>Payroll using IOP</td>
<td>Monthly Booking</td>
<td>0.50</td>
<td>0.13</td>
<td>0.37</td>
</tr>
<tr>
<td>Robert</td>
<td>Payroll using IOP</td>
<td>Monthly Booking</td>
<td>0.50</td>
<td>0.11</td>
<td>0.39</td>
</tr>
<tr>
<td>Robert</td>
<td>Payroll using IOP</td>
<td>Monthly Booking</td>
<td>0.50</td>
<td>0.34</td>
<td>0.16</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total: 2.50</td>
<td></td>
<td>Total: 0.70</td>
<td>Total: 1.60</td>
</tr>
</tbody>
</table>

### Cool New Firm

<table>
<thead>
<tr>
<th>Assigned To</th>
<th>Subject</th>
<th>Project</th>
<th>Estimated Time</th>
<th>Average Actual Time</th>
<th>Variance Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Robert</td>
<td>Reconcile Bank Account - Fed Credit Union</td>
<td></td>
<td>0.25</td>
<td>0.09</td>
<td>0.17</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total: 0.25</td>
<td></td>
<td>Total: 0.09</td>
<td>Total: 0.17</td>
</tr>
</tbody>
</table>
Results > Service > Controller > payables
Results > Service > Controller > expense reports
Results > Service > Controller > payroll

- **Payroll journal**: View your employees’ past earnings, deductions, and taxes.
  - View

- **Year to date**: View your employees’ year-to-date earnings, deductions, and taxes.
  - View

- **Agency payments**: See all tax and employee garnishment payments that Gusto has made on your behalf.
  - View

- **Employee summary**: All the details about your employees’ compensation and taxes, in one simple report
  - View

- **Bank transactions**: View every bank account transaction initiated by Gusto.
  - View

- **Benefits report**: See company contributions and employee deductions for the benefits you provide.
  - View

- **Time off balances**: View your employees’ accruals and balances for each policy.
  - View

- **Time off requests**: View your employees’ requested, approved, and declined requests.
  - View
Results > Service > Controller > ledger
Results > Service > CFO > insight
RESULTS > SERVICE > CFO > STRATEGY
Results > Service > CFO > automation
Results > Service > Support > **response rate**
Results > Firm > Sales > engagements
Results > Firm > Marketing > **click rates**
Results > Firm > Operations > practice management

**Average Actual Time for Master Aeros by Company**
Last Week
9/22/2019 - 9/28/2019

**Time Entries By Company**
Last Week
9/22/2019 - 9/28/2019

**Actual vs Estimates by Company**
Last Week
9/22/2019 - 9/28/2019

**Support Hours**
Last Week
9/22/2019 - 9/28/2019

**Open Aeros Overdue**
Last Week
9/22/2019 - 9/28/2019
# Results > Firm > Finance > **profitability**

## Last Month
**8/1/2019 - 8/31/2019**

<table>
<thead>
<tr>
<th>Date</th>
<th>Company</th>
<th>Manager</th>
<th>Aero Type</th>
<th>Service Item</th>
<th>Time</th>
<th>Notes</th>
<th>Aero Subject</th>
<th>Project</th>
<th>Rate</th>
<th>Revenue</th>
<th>Cost</th>
<th>Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/19/2019</td>
<td>BMO Accupuncture</td>
<td>Shelly</td>
<td>Accounting</td>
<td>Accounting</td>
<td>0.02</td>
<td>QBO: Banking Fees</td>
<td>QBO: Banking Fees</td>
<td>$100.00</td>
<td>$1.67</td>
<td>$0.50</td>
<td></td>
<td>$1.17</td>
</tr>
<tr>
<td>8/22/2019</td>
<td>Cherry's Express</td>
<td>Shelly</td>
<td>Accounting</td>
<td>Accounting</td>
<td>0.02</td>
<td>Monthly Bookkeeping, Pull Bank statements</td>
<td>Monthly Bookkeeping</td>
<td>$100.00</td>
<td>$2.06</td>
<td>$0.62</td>
<td></td>
<td>$1.44</td>
</tr>
<tr>
<td>8/21/2019</td>
<td>Blackwater</td>
<td>Shelly</td>
<td>Accounting</td>
<td>Accounting</td>
<td>2.00</td>
<td>meeting</td>
<td>meeting</td>
<td>$100.00</td>
<td>$200.06</td>
<td>$60.02</td>
<td></td>
<td>$140.04</td>
</tr>
<tr>
<td>8/22/2019</td>
<td>Beach Cities</td>
<td>Shelly</td>
<td>Overhead</td>
<td>Overhead</td>
<td>0.02</td>
<td>BDC: Pay Bills</td>
<td>BDC: Pay Bills</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.50</td>
<td></td>
<td>($0.50)</td>
</tr>
<tr>
<td>8/27/2019</td>
<td>Beach Cities</td>
<td>Shelly</td>
<td>AP</td>
<td>Bookkeeping</td>
<td>0.04</td>
<td>BDC: Pay Bills, Determine cash requirement, Determine funds available</td>
<td>BDC: Pay Bills</td>
<td>$90.00</td>
<td>$7.55</td>
<td>$2.52</td>
<td></td>
<td>$5.03</td>
</tr>
<tr>
<td>8/28/2019</td>
<td>Cherry's Express</td>
<td>Shelly</td>
<td>Accounting</td>
<td>Accounting</td>
<td>0.09</td>
<td>Reconcile Bank Account - QBO, download bank statement, Choose account to Reconcile, Check Beginning Balance, Enter statement details</td>
<td>Reconcile Bank Account - QBO</td>
<td>$100.00</td>
<td>$8.67</td>
<td>$2.50</td>
<td></td>
<td>$6.07</td>
</tr>
</tbody>
</table>

**Total:**

| Total: | $1622.10 | $206.54 | $453.56 |

---

**#QBConnect**  
**@Redmond_Laura**
How will you know?

Watch your firm at work – improve, iterate, grow
If you define the problem correctly, you almost have the solution.

Steve Jobs
www.redmondaccounting.com/QBC2019
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