




Stop giving it away for free
Join the review crew

Marnie Stretch

#QBConnect | WiFi: QBConnect

OWN
THE
FUTURE

A photograph of two young women with long blonde hair, one in profile and one from behind, talking at night. They are wearing winter jackets. The background is dark with some green foliage and a soft light source.

Take a minute
to connect with
your neighbour

#QBConnect | WiFi: QBConnect

CPD Process

In order to receive CPD 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 CPD**
- CPD certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register

About today's speaker



Marnie Stretch, CPB
Accounting Loft

- Certified Professional Bookkeeper, IPBC
- Member, Intuit Trainer Writer Network
- Insightful Accountant Top 100 ProAdvisor 2019
- Top Ten Influencer in the Canadian Bookkeeping World
- Background in media production
- I love to kayak, travel, and dance; I'm learning to speak French

Agenda

What's a review?

Why bother?

What do you need to start the review?

What are the components of a good review?

What's the best way to present to the customer?

How do I price the review?

What's next?



What's a review?

- Review
- Checkup
- Diagnosis
- Synopsis
- Analysis
- Assessment
- Evaluation
- Examination





Why bother?



Take a look under the hood

- Lets you determine the scope of the cleanup
- Lets you know how easy (or difficult) it will be to work together
- Lets you know if they're a good candidate for QuickBooks Online (QBO)
- Lets them know how awesome you are
- Gives them an actionable deliverable



What do you need to get started?

Engagement letter that outlines:

- Price
- Turnaround time
- Description of work
- Access to file (QBO) or copy of file (QBD)
- Documents required

TIP: IPBC members have access to Letters of Engagement





Components of a good review

Possible areas of review

Company Settings

Chart of Accounts

Item List

Inventory

Class Tracking

Multi-currency

Software

Customers

Accounts Receivable

Invoicing & Payments

Vendors

Accounts Payable

Bank & Credit Card
Recs

Undeposited Funds

Bank Feeds

Unbilled Time & Costs

Sales Tax

Payroll

Financial Statements

Miscellaneous

Niche Areas

– Job Costing, Non-profits,
etc.

Dashboard

Banking

Expenses

Sales

Projects

Employees

Reports

Taxes

Mileage

Accounting

My Accountant

Bookkeeping review Light it Up Inc

Accountant-only view [Feedback?](#)

Stay efficient and plan ahead with this snapshot of your client's books.

» COMPANY SETUP

» BANKING ACTIVITY

» COMMON ISSUES

» TRANSACTION VOLUME | Last 30 days 

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COMPANY SETUP

Review the basics.

Subscription: QuickBooks Online Plus

Sales tax: Enabled

Apps: 0/1

No apps connected

BANKING ACTIVITY

COMMON ISSUES

TRANSACTION VOLUME | Last 30 days

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Stay efficient and plan ahead with this snapshot of your client's books.

COMPANY SETUP

BANKING ACTIVITY

Estimate the effort to bring these accounts up to date.

ACCOUNTS (2)	BANK BALANCE	IN QUICKBOOKS	UNACCEPTED	UNRECONCILED	RECONCILED THROUGH
TD Chequing	\$0.00	\$159,815.66	20 transactions	11 transactions	Never reconciled
MasterCard <small>No bank data. QuickBooks transactions only.</small>	—	\$0.00	—	0 transactions	Never reconciled

COMMON ISSUES

TRANSACTION VOLUME | Last 30 days

Bookkeeping review Business performance

BANKING ACTIVITY

COMMON ISSUES

Find other accounts in QuickBooks Online that may need your attention.

Undeposited funds **0**
 \$0.00 uncleared transactions

Uncategorized asset **0**
 \$0.00 transactions

 Uncategorized income **0**
 transactions

 Uncategorized expense **0**
 transactions

Opening balance equity ⓘ **\$0.00** 

Negative asset and liability accounts **0**

[View chart of accounts](#) [View reports](#) ▼





How should I present the review?



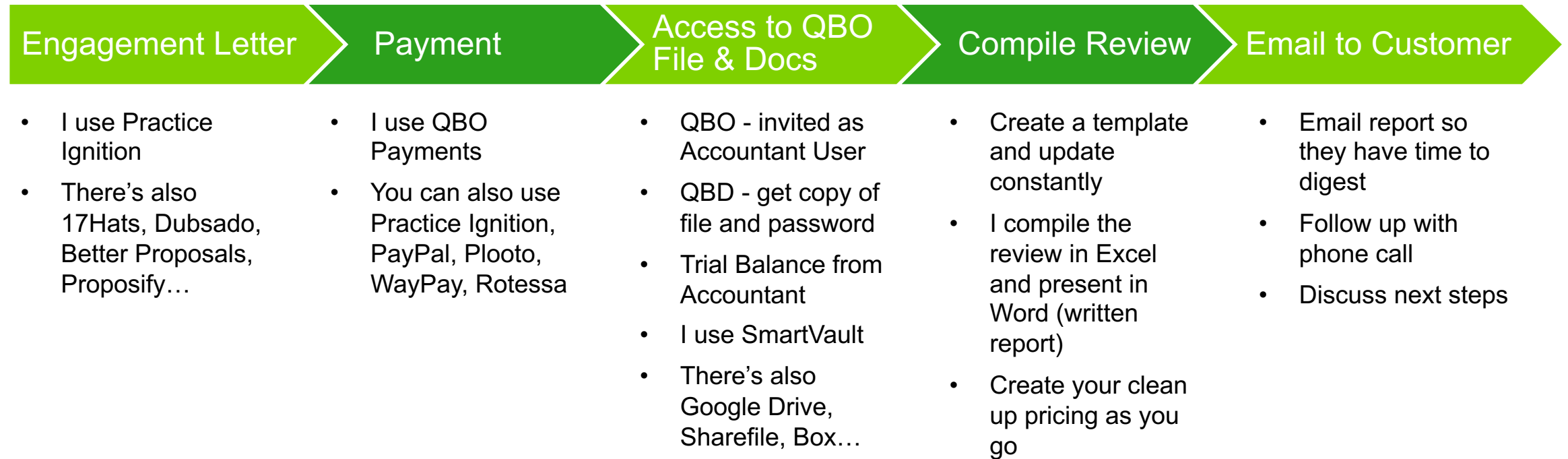


How should I price the review?

Pricing options

- One flat price (easy)
- EasyStart, Essentials, Plus (fixed rate)
- Pro, Premier, Enterprise (fixed rate)
- Soon, Sooner, Soonest (value pricing)
- Payroll, Inventory, Multicurrency (fixed plus add-ons)

Process flow chart



REMEMBER: Payment up front. Email review to customer.



What's next?

They might need:

- Clean up
- Catch up
- A needs assessment
- Monthly ongoing bookkeeping
- Coaching
- Support



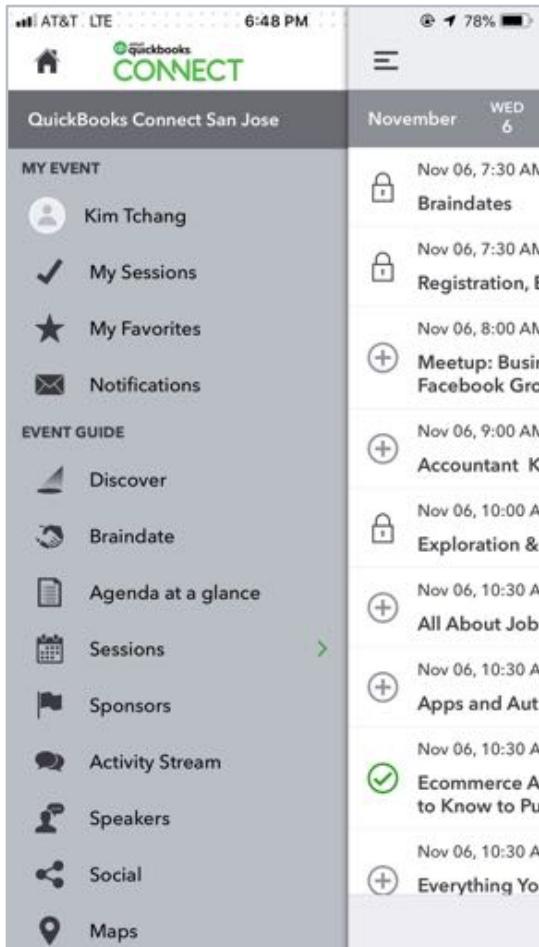


Questions?

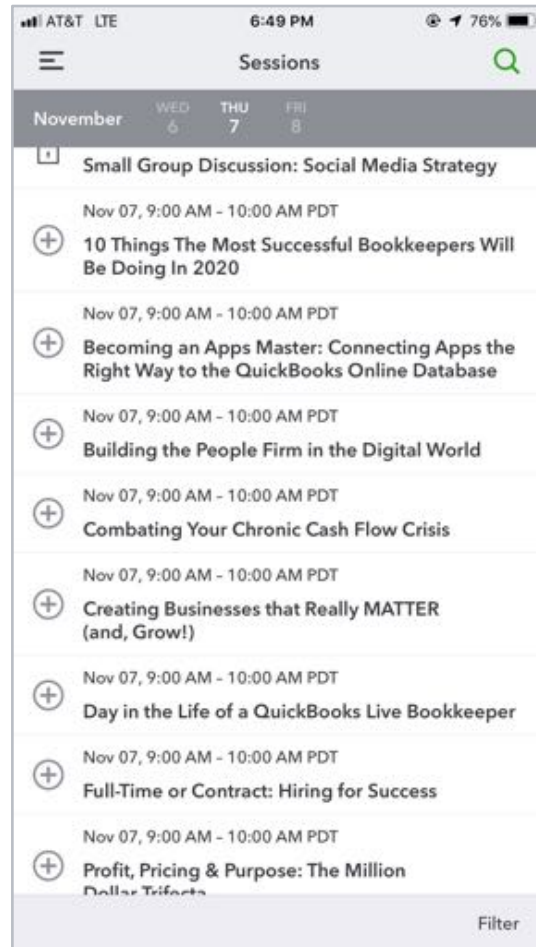
Rate this Session on the QuickBooks Connect Mobile App

Provide feedback to help us design content for future events

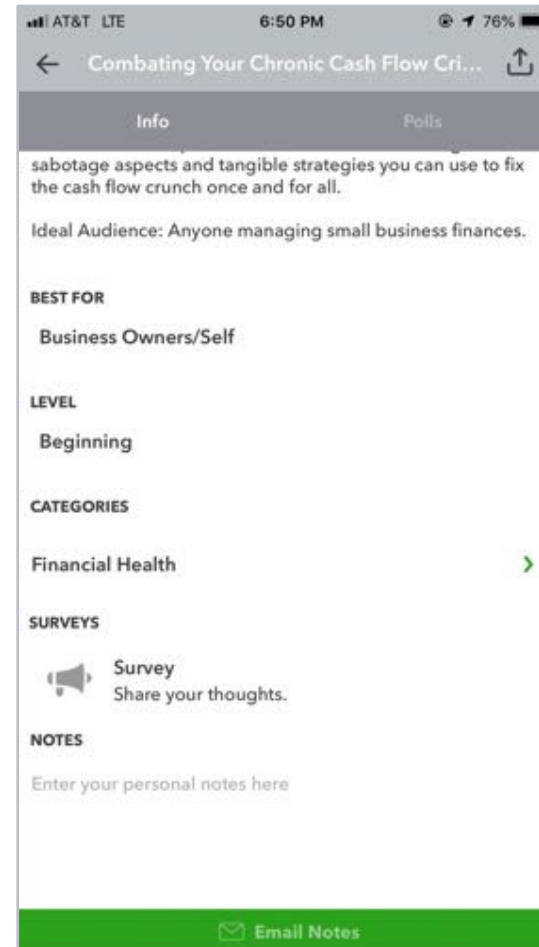
1. Select Sessions



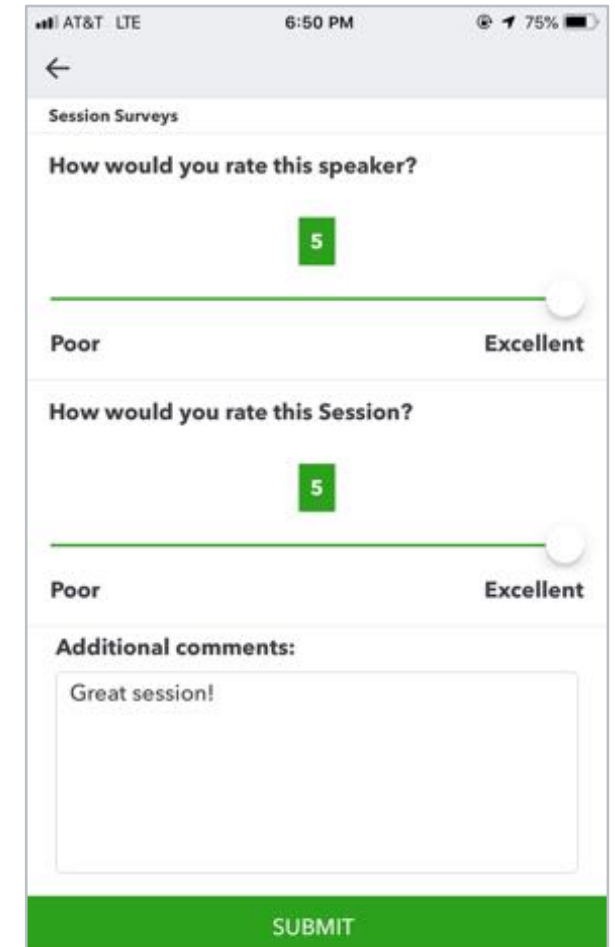
2. Select Session Title



3. Select Survey



3. Add Ratings



Material Download

1. Find the session on the agenda
2. Select + for more information
3. Download PDF of slides and/or supplemental material

<https://can.quickbooksconnect.com/agenda/>

The screenshot displays the QuickBooks Connect agenda for December 10, 2023. At the top, there are navigation links for 'Why Attend', 'Agenda', 'Speakers', 'Pricing', 'Sponsors', 'Travel', and 'FAQ'. Below this, the date 'December 10' is highlighted, with 'December 9 Accountant Day' and 'December 11' also visible. A 'Print Agenda' button is located in the top right corner. A descriptive paragraph follows, stating: 'Attend breakout sessions to learn strategies to grow your business, how to hire and build an ideal culture, tips to improve your financial health and more. Connect with peers and experts for one-on-one learning. More information coming soon.' Below this is a search bar labeled 'Search for sessions'. A 'Filters' section contains buttons for 'Organizational Culture', 'Life & Business Skills', 'Technology Training', 'Business Growth', 'Advisory', and 'Financial Health', along with an 'Expand all +' link. The main content is a list of sessions with their times and titles, each with a '+' icon for expansion. The sessions listed are: 7:30-9:00 am: Registration, Breakfast & Exploration; 8:00-8:45 am: Meetup: New to Networking; 9:00-10:00 am: Morning Keynote; 10:00-11:00 am: Exploration & Connection; 10:15-11:00 am: Meetup: Women in the Workforce; 11:00 am-12:00 pm: Breakout Sessions. The 'Breakout Sessions' section is expanded to show details for 'Creating Your Small Business Culture', including a description, ideal audience, best for, speakers, location, track, CPD hours, and level. Other sessions listed below are 'Understanding Personalities for Better Communication' and 'How to Use QuickBooks for Your Small Business: Introduction'.

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