Website Messaging Examples



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Outsourced Advisory Services Overview

Sample Description for Firm Web Site

Your [FIRM NAME] full-charge bookkeeper handles all your daily accounting needs and the day-to-day communications with you. He or she will get to know you, your staff and your business well, so that we are truly able to work as part of your team. Your bookkeeper will work with you to process invoices and statements, accounts payable, cash receipts and disbursements, and payroll, as well as prepare bank reconciliations and recurring reports. Your bookkeeper will be in contact with you by email, phone, or Instant Messenger with any questions or concerns.

Our Outsourced Bookkeeping Services Include:

[FIRM NAME] Technology Solutions Bundle:

All [FIRM NAME] Outsourced Accounting Clients are provided with access to our turn-key Technology Solutions Bundle. This allows us to provide you with access to the software and technology solutions we'll use to work together, so that you have access to your information at your convenience. As part of our implementation process, we will set up a Management Dashboard, a financial reporting data file and other software solutions for you, so that we will be able to jump right in to working with you and sharing information.

Bookkeeping Functions Performed Daily (or weekly based on your agreement):

- Record Vendor Invoices in Bill.com®
- Assign Appropriate [FIRM NAME] and Client Approvers for Each Invoice
- Reconcile Vendor Statements
- Record Vendor, Debit Card Transactions, PayPal & EFT Payments
- Record Purchase Orders (PO) Prepared by Client
- Process Manual Checks Issued as needed for emergencies
- Record Sales Invoices
- Email/Mail Customer Invoices and Statements
- Record Customer Payments
- Track Customer Under or Over Payments

Bookkeeping Functions Performed Weekly:

- Set Up Online Bill Payments as Vendor Payments are Approved by the Client in Bill.com
- Record Individual Credit Card Purchase Transactions
- Weekly Accounts Payable Aging Report
- Weekly Accounts Receivable Aging Report
- Weekly "To Be Coded" and "Backup Needed" Reports
- Process and/or Record Payroll
- Break Out Payroll/Payroll fees/ Payroll Taxes

Bookkeeping Functions Performed Monthly:

- Prepare Bank Account Reconciliation(s)
- Prepare Credit Card Reconciliation(s)
- Reconcile Additional Balance Sheet Accounts

Monthly Reporting:

- Balance Sheet
- Profit and Loss Statement Pt Month
- Profit and Loss Statement Pt Year-to-Date
- Accounts Receivable Aging
- Accounts Payable Aging
- General Ledger
- Bank Reconciliation Report(s)
- Credit Card Reconciliation Report(s)
- 2 Custom Reports (the initial setup of these reports may require a separate agreement)

Additional Services:

Monthly or Quarterly Telephone/Video Consultation to review financials and discuss strategic planning opportunities.

Getting Your Information to Us:

We make getting your documents to us easy by offering several options. As a client of [FIRM NAME], we will set up a Bill.com® account for you, which will include a fax number and email address that are specific to your company. Based on a schedule that we will confirm with you during your implementation process, we'll ask you to send your documents to us using any combination of the following methods:

- Log in to your Bill.com account and upload documents from your computer
- Scan and email documents to your Bill.com email address
- Fax documents to your assigned fax number

Accounts Receivable

Get your invoices out promptly and send monthly statements on the date of your choice. Based on the information you provide to us during each customer/client billing cycle (or information regarding automatic recurring charges), [FIRM NAME] prepares your sales invoice. We email you the final invoice for approval. Invoices can then be sent to the recipient via email or U.S. mail.

Accounts Payable

[FIRM NAME] uses Bill.com for Accounts Payable Processing and Vendor Document Management. As we receive new vendor bills in your Bill.com Inbox, we'll enter the bills for your review and approval. If you have a question about a bill or for any reason opt not to approve it, Bill.com includes an easy "deny" option that routes the bill right back to us along with your question or the reason for the denial. We'll address any questions with you, make any adjustments that you request, or void the bill if it is not valid for payment. Bills can be routed to multiple approvers in a number of ways.

Once your bills are approved and ready for payment, you have several options:

- Pay the bill directly through Bill.com or through the Bill.com integration with PayPal® (these options are the most common and recommended)
- Print a check for mailing (you will need to request a PDF version of the check from us, have access to compatible check stock, and be an authorized signer on the bank account).
- Pay the bill via wire, credit card, manual check, or via other options and note that payment in Bill.com

With Bill.com, all your vendor bills and documents are digitally stored. When you use Bill.com to pay your bills, once a check for a vendor payment clears the bank, a copy of the front and back of that check is retained along with the digital image of the bill for easy reference. You can even open that image as a PDF for printing or emailing if needed. An even more powerful option is the e-payment solution available through Bill.com. Not only can you pay thousands of vendors electronically that are already part of the Bill.com Payment Network, but you can actually send an email invitation to virtually anyone that will allow him/her to enter and maintain their banking information for electronic payment.

Cash Receipts

Prior to taking deposits to the bank, scan or copy the deposit slip and each of the items to be deposited. Then include the copy or forward the scan to your Bill.com account along with your other documents for processing. Your [FIRM NAME] bookkeeper will post the customer payments against the appropriate customer invoices and record the bank deposit.

For the most streamlined billing and payment process, many of our clients choose to use the integrated credit card processing options available through Intacct. The use of these options can dramatically reduce accounting time and costs. If you are interested in learning more, please ask us!

Payroll Processing

Your [FIRM NAME] bookkeeper either processes payroll using our in-house system or makes the necessary entries to record payroll processed by a third-party provider. We will work with you to decide what option best suits your needs. In either case, payroll entries will include complete recording of gross wages, employer taxes and other payroll expenses, and payroll liabilities, and quarterly and annual reconciliation of general ledger balances to payroll returns. You are simply asked to ensure that funds are available in the account from which payroll will be drafted. See more information about this under Banking Activities.

[FIRM NAME] offers a variety of payroll processing options to suit the needs of your business. However, in order for [FIRM NAME] to process payroll using our in-house services, all employees must be paid via Direct Deposit. Otherwise, we are happy to work with your third-party payroll provider.

Banking Activities

During our implementation process with you, and on an ongoing basis, we will ask you to provide us with access to view and download bank and credit card transaction history and statements. Your bookkeeper will not have the authority to sign checks or to initiate electronic payments that have not been pre-approved by you or a designated staff member in Bill.com.

Bank account activity is updated daily or weekly in your accounting file, based on our agreement with you, so that you always know your available cash balance. Transactions that appear in your bank or credit card account that the bookkeeper has no knowledge of will be posted, but the bookkeeper will inform you of these transactions and request supporting information from you by providing you with weekly ₮To Be Coded₥ and ₮Backup Needed₥ reports.

Banking, credit card, and loan accounts are reconciled to the corresponding statements each month, and the reconciliation reports are posted to your portal.

Our Fees

We will determine the specific service fee structure that is appropriate for your business during our initial consultation(s). We are experts at what we do, and we specialize in finding ways to streamline business processes and procedures. Our clients generally find that the cost of our services is less expensive than hiring an employee to provide the same level and quality of work. In addition, we take the burden of ongoing management and supervision off your plate, so that you can focus on growing your business. What is the value of your time? Priceless! As a general guideline, our CAS and Outsourced Accounting Services start at [AMOUNT] per month for our growing clients, and generally range up to [AMOUNT] per month for clients with more complex needs (higher volume, multi-currency, multiple entity, etc.) who request our full range of CAS and Outsourced Accounting with daily processing needs. Our clients generally find that we help to increase their profits and improve their internal efficiencies significantly. It is our goal to pay for ourselves many times over as a result of your investment in our services. Our clients also love the turn-key access to our technology solutions!

All clients incur a one-time initial set-up fee that includes our initial analysis of the processes being used to handle your accounting and related tasks today, our documented solution strategy showing you the workflow we will implement with you to streamline your processes and improve your ability to get the information you need to make informed decisions. We also create an internal procedures manual that details each step in your accounting and related internal processes. A copy of this manual will be provided to you. The setup of your accounting and integrated software solutions is also included in this fee. This one-time fee will generally be [ENTER FEE RANGE] based on our discussions with you and the scope of services to be provided.

Optional Paragraph
(if your firm does not provide tax preparation services, but works collaboratively with firms that do):

Business Filings

Your ongoing business filing such as sales tax, business license tax, personal property tax, and various industry specific tax filings should be completed by your tax preparer/CPA firm in order to ensure ongoing reconciliation among all of your core tax and business matters. When payments are due (and are not paid electronically), please route the voucher showing the amount due to your Bill.com account. We will work with you to prepare the check for payment so that you can print and sign it for mailing along with the related tax form. Once completed and filed, please provide us with a copy of all tax and other business filings so that we may include them in your files to ensure accurate ongoing reporting.

We will be happy to work closely with you and with your tax preparer/CPA firm. With your written consent (included in your Engagement Letter with us), we will provide your preparer of record with access to the reports and/or Intacct data file needed to prepare the above filings. This information is provided through easy-to-access web-based solutions.

Right Client Fit

Sample Description for Firm Website

Is [FIRM NAME] the "Right Fit" for your Company?

Choosing the right accounting solutions provider and advisory firm is one of the most important decisions you will make for your company. The right accounting team and Trusted Advisor relationship will give you access to a team that will work "in the trenches" with you to meet challenges head-on, to search for ways to streamline and standardize business processes, "wow" new and existing customers by making it easy to work with your back office, and truly feel like your most critical allies.

It is so often said that business is not personal, but we believe that business is always personal in a closely held company.

A successful and profitable company creates jobs, feeds families, provides products and/or services that improve lives, and also pays suppliers and others who are then able to continue the cycle in their own companies. Successful companies are able to provide flexible work arrangements, maintain high employee morale, and make a difference.

[FIRM NAME] has a proven track record of helping clients create the strategies, infrastructure, and standardized processes needed to run successful, scalable, leading edge companies.

The most successful leaders and managers are well aware that investing in quality services and advice is an investment that pays for itself many times over. Hiring the right advisory services firm should include seeking a company that invests in:

- "Best-of-Breed" technology solutions to ensure that you are able to take advantage of the latest tools and resources available to run your company from anywhere, with "real-time" access to the information you need to make decisions.
- Hiring the right staff to meet your needs, and then providing ongoing staff training, room for growth, flexibility, and recognition - this helps to ensure long-term employee retention, so that you are not faced with the common problem of "always working with the new person".
- Redundant technology practices and resources -- all [FIRM NAME] staff are equipped to work from home just as they can from our office. Our phones are answered using the leading VOIP technology, and calls can be transferred to staff in any location. We maintain redundant types of internet connections, multiple sources of electricity/battery power, and the technology solutions we use are in state-of-the-art locations with the latest in backup and security features. This means that inclement weather, or other events that would normally shut down a "traditional" office, have not been a factor for our employees or our clients. If you lose power in your own office or home, but use an iPad or have a laptop with a battery and internet access, you'll see just how easy it is to stay connected to all of your business information. We maintain an ongoing commitment to maintaining our infrastructure, so that you can count on us!

A "Right Fit" client of [FIRM NAME] is a client who is seeking a true ally and partner when selecting their advisory firm. Our clients understand the value of having access to the leading web- based (SaaS) technology solutions that provide them with access to their information from anywhere, in a user-friendly "Dashboard" format. They also want and rely on the receipt of timely, accurate financial information, including Key Performance Indicator and Critical Success Factor "Snapshots" that provide highlighted information about the company's ongoing operations, suggestions where opportunities for improvement are noted, and the opportunity to ask for assistance with special projects as they arise. Our clients understand that in order to hire and retain the talented and dedicated staff that they WANT on their team, we address the ongoing need to provide our staff with excellent compensation and benefit packages, continuing education, access to support and development resources, and access to the technology solutions they need to meet the diverse needs of the clients they serve. Our "Right Fit" clients realize that they receive a return on their investment that could not be found anywhere else.

Many of our clients have been with us since our first months of operation.

Our most successful clients also understand that we need to receive information in a timely and consistent manner, need to maintain open communication, and need to feel comfortable speaking freely when we feel there are either opportunities or challenges in the company that should be brought to the attention of the owner or management. As part of our ongoing accounting and advisory services structure, we ask our clients to meet with us by phone, web meeting or video call at least once each month so that we keep in consistent contact and are truly able to work as a team. Most of our clients speak with us much more frequently or find it convenient to communicate with us by email.

Website (or printed material) sample text for Architecture and Engineering Services

Your clients rely on you to provide them with superior expertise and management of their design and building process. At [FIRM NAME], we will provide that same attention to detail as your Trusted Business Advisory and accounting team. Our firm has professionals specifically dedicated to meeting the accounting, CFO and advisory needs of professional design firms.

Our accounting and advisory services for Architecture and Engineering Professionals include:

- Virtual Accounting, Controller and CFO services
- Percentage of completion management
- Project management and profitability
- R&D credits
- Budgeting and Cash Flow Analysis
- Technology Solutions Consulting
- Creation of collections policies and procedures
- Reconciliation of bank, investment, credit card and other Balance Sheet Accounts
- Payroll processing and tax filing (including job costing)
- Estimated Tax Payments
- Financial and Management Dashboards
- Maintain vendor W-9 and other vendor related information
- Sales Tax compliance support
- Electronic payment and merchant services setup and support

Website and Print Template Text for Homeowner Associations

[FIRM NAME] understands the unique needs of homeowner associations. Our accounting and advisory services are specifically designed to help you collect receivables on time and efficiently, control ongoing expenses, and effectively manage the reserves for the association. We also help you keep an eye on the future of the association by providing budgeting assistance and strategic planning services, as well as the ongoing financial reporting needed to keep you informed throughout the year.

Our accounting and advisory services include:

- Invoicing and collection of ongoing association fees and assessments (multiple online payment options are available)
- Handle collections over 90 days
- Accounts Payable processing and bill payments
- Reconciliation of bank and other financial statement accounts
- Preparation of internal management financial reports
- Assist in creating annual budgets
- Recommend savings strategies for reserve accounts
- Creation of association website (several options available)
- Serve as primary contact for the Board
- Upload homeowner documents, meeting minutes, and news of interest to homeowners
- Update resident and vendor information

Website (or printed material) sample text for Medical and Dental Practices

With costs rising and reimbursements declining, you need an accounting and advisory partner who can help you improve cash flow and profitability, and plan for a strong future for your healthcare or dental practice.

Through dependable and accurate financial reporting, [FIRM NAME] can help you make better management decisions for your practice.

Our accounting and advisory services include:

- Recording and reconciliation of revenues
- Accounts Payable processing and bill payments
- Reconciliation of bank and other financial statement accounts
- Preparation of internal management financial reports
- Assist in creating annual budgets and ongoing cash flow analysis
- Payroll processing and payroll tax filing
- Fixed Asset management
- Personal accounting services for owners/partners in the practice
- Practice start-up consultation
- Lease vs. buy analysis
- Overhead analysis
- Financing assistance
- Business plans

Web site (or printed material) sample text for Non-Profit Services

To reduce fraud risks and ensure ongoing compliance with constantly changing regulatory requirements, non-profit organizations benefit greatly by retaining the services of independent Outsourced Controller/CFO solution providers to manage and supervise their accounting department, especially Accounts Payable and Payroll Processing.

[PARTNER/STAFF MEMBER NAME] has extensive experience providing outsourced accounting and technology consulting services to these types of non-profit organizations:

- Religious organizations
- Membership and trade organizations

Our accounting and advisory services include:

Part-time Outsourced Controller/CFO that provide daily supervision of in-house staff to prevent accounting errors and to put fraud controls in place for the organization to be in compliance.

- Full-service Outsourced Accounting:
    - Accounts Payable Processing
    - Accounts Receivable management (including grants and other receivables)
    - Reconciliation of cash, investment and other Balance Sheet accounts
    - Payroll processing and payroll tax return filing
    - Grant administration and compliance
    - Fund Accounting
    - Preparation of internal management financial reports
    - Preparation of grant budget proposals, revisions and amendments
    - Preparation of grant financial reports
    - Accounting for restricted funds
    - Attendance at Board of Directors€or Finance Committee meetings
- Assistance in development of strategic plan and budget development, including cash flow projections
- Accounting and Integrated Technology Solutions Consulting and Implementation
- Due diligence and Financial Policies Preparation
- Pre-Audit Engagement Services Pt to ensure that the accounting books are audit-ready
- Financial statement, technology, and other training services for Board of Directors, management and staff
- Special projects

Website (or printed material) sample text for Restaurants

[FIRM NAME] has developed a widely known and respected reputation for serving the unique needs of restaurant clients. We understand the challenges of cash flow management, vendor management, tip reporting, managing food and liquor costs, and dealing with the ever-changing sales tax reporting requirements, our experienced professionals have the expertise you need to maximize profits and reduce costs.

Some of our services for our restaurant clients include:

- Virtual accounting services
- Virtual CFO and Advisory Services Payroll processing and tax filing services Cash and product shortage prevention Business Plan development
- Budgeting and forecasting Cash flow planning
- Payroll and tip reporting education and consulting services Tip allocation
- Point-of-Sale Technology Solutions and Integrated Technology consulting