



# PEACE OF MIND

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Binstock, Rubin, Adler, Aldecoa & Ellzey P.A.  
Certified Public Accountants

*Saving time, money and stress – for clients and the firm – makes Paychex the preferred solution for payroll, HR, and retirement services*

Vickie Corte, a staff accountant and controller at Binstock, Rubin, Adler, Aldecoa & Ellzey, P.A. (BRAAE), a full-service tax and accounting firm in Miami, Florida, values a good night's sleep – and she knows that her clients do too. That's why she regularly refers the firm's clients to Paychex as the preferred source for payroll, HR and retirement services.

Corte stated: "With Paychex I have complete confidence that everything will be handled accurately and in a timely fashion. I can rest assured that I won't be getting a call in the middle of the night from a client panicking over a payroll issue. Plus, on our end, having clients using Paychex makes our job easier because we know we'll receive accurate information needed for accounting purposes."

With years of experience under her belt, Vickie Corte is well-versed in payroll, so she personally understands the havoc that payroll issues can create. Paychex helps their firm and their clients avoid such chaos.

"Prior to joining BRAAE, I was a Paychex client and I am still one today," she explained. "I process our firm's payroll with Paychex now and it takes me maybe three or four minutes, depending on the number of changes that are needed. We're very happy with Paychex, and our clients are very happy using Paychex too."

### "Sticky" Services that Win Clients

The decision for BRAAE to outsource payroll was made prior to Corte joining the firm in 2005, but the same reasoning still drives the choice today to outsource payroll, HR and retirement services to Paychex.

"In a nutshell, it's just easier for us to have a one-stop shop for these services and to have one point of contact for all of our clients' needs. Plus, from a cost-benefit perspective it's an obvious solution because we can realize huge time savings," said Corte. "From the client perspective, we refer to Paychex because it gives our clients the peace of mind that their payroll, HR and 401(k) accounts will be handled properly and that they have access to excellent support."

For BRAAE, the value of working with Paychex goes beyond just the services offered and substantial cost savings. It also enables the firm to further its position as a trusted advisor to clients and to expand and retain client relationships.

Corte describes Paychex services as "sticky," meaning that once clients are on board and set up, they tend to continue using the services and remain good clients over the long-term.

Corte believes that the level of service Paychex provides is one of the key reasons why clients and her firm are such proponents of the outsourced payroll, HR and retirement services model.

"Our Paychex rep is amazing. I can't say enough good things about her. She's responsive and very thorough. She doesn't do everything by email, either. If she needs to, she'll pick up the phone or even come to our office to troubleshoot," explained Corte. "Our clients get the same level of service, so they are very comfortable and confident with Paychex. They know that if they have a question or an issue, it will be resolved quickly and professionally."

### Support that makes a difference

While BRAAE guides their clients toward using Paychex because they believe it is the best solution, there are new clients that come on board who are using another payroll service. Corte shared that her experience working with these other payroll vendors has fallen short of the support offered by Paychex, further confirming why Paychex is the right choice for their firm.

"Our experience with the other payroll providers has been pretty dismal from a service perspective, and the product itself is not as easy to use," Corte explained. "For example, with Paychex our firm has real-time access to our clients' information as well as access to reports that we can customize. Plus, if we need information corrected, we know that our rep will make sure that those requests are channeled quickly. Compared to the other vendors we have experience with, there's no comparison. We really cannot speak highly enough about Paychex."

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### Final words

BRAAE aspires to be the most trusted advisor source for its clients – offering not only financial services, but sound business guidance as well.

According to Corte, using Paychex is an important part of the firm's strategy for achieving this goal. "The way we see it, the more resources we have, the more clients come to us for the peace of mind that we can handle all of their needs. Paychex offers cost-effective payroll, HR and retirement services for our clients, which solidifies our position as a full-service firm and helps us to develop deeper, more loyal client relationships."



### STATS AT A GLANCE

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#### Firm Profile

Full-service accounting, auditing, tax preparation, estate, tax and business planning and investment analysis firm

#### Location

Miami, FL

#### Staff

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*"Paychex solidifies our role as trusted advisors – allowing us to provide a comprehensive range of services that support loyal, long-term client relationships."*

– Vickie Corte

Staff Accountant & Controller  
BRAAE