

The Guide To
OUTSOURCING
Your Bookkeeping And Accounting





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The Unique Financial Management Challenges Of Small Businesses

Small business and organizations struggle with growth. As you add employees and increase sales your infrastructure and back office become increasingly important. Your financial operations, your bookkeeping and accounting, need to move from compliance to a platform for financial intelligence that:

**Optimizes
Systems**



**Improves
Cash Flow**



**Reduces
Risk**



**Increases
Profits**



OUTSOURCING BOOKKEEPING & ACCOUNTING

Outsourcing all or part of your financial operations can take many forms, from basic write-up and transaction processing to outsourced Controller and CFO functions. A term the accounting industry uses for real time transaction processing through management reporting is Client Accounting Services (CAS) and quality providers in this space will deliver a level of service that is hard to create on your own.

Benefits of Outsourcing Your Bookkeeping and Accounting



1. TIME SAVINGS

Being able to focus on what's important in your business – on your core competency, your unique selling points and your competitive advantage – means that you can put all of your effort and energy into the tasks that help your business grow. No more recruiting, hiring, training and managing bookkeeping or accounting staff is a huge time saver and headache reliever. Outsourcing can help you regain valuable time and improve productivity.



2. COST SAVINGS

Employee costs – like hiring, benefits, overhead, training and the cost of turnover when someone quits, are not a good use of your company's money. Outsourcing can help you save on:

- Salary and payroll taxes
- Employee benefits
- Unemployment costs
- Costs associated with recruiting, hiring, and training
- Paying sick and vacation time



3. EXPERTISE

A highly trained, fractional share of an accounting department provides access to expertise most small businesses could never afford. From compliance, to industry experience to management reports, outsourced accounting can provide peace of mind, eliminate worry and drive growth.



4. FLEXIBILITY

With outsourcing, accounting staff expenses become a flexible cost. Their services and expertise are available on-demand vs. the fixed cost of hiring staff.



So, if you have an employee out of the office on maternity leave or vacation for two weeks, you can add services, such as payroll or billing, to make sure the position is covered until your full-time employee returns.

5. SCALABILITY

Outsourced accounting services can also be customized to meet your exact needs, as they arise. Growing businesses are dynamic, not static, and as a result, their accounting and bookkeeping requirements fluctuate. Throughout the lifecycle of your business you can access the exact bookkeeping and accounting services you need, and pay for nothing more.



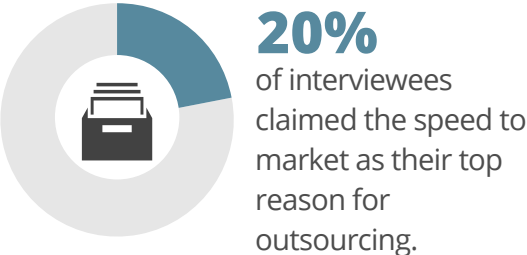
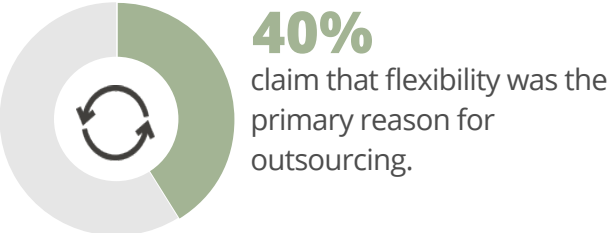
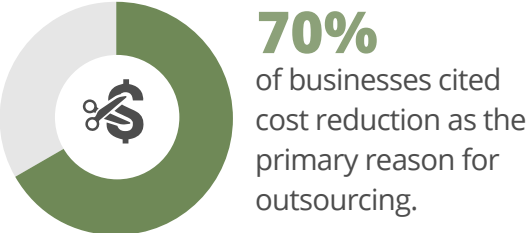
6. ADVANCED REPORTING

If you choose a quality Client Accounting Services firm as a strategic partner, you'll unlock the power of limitless financial intelligence, another potential benefit of outsourced accounting. You'll get access to timely and accurate financials, and most importantly, actionable reports which will help you make the decisions that increase profits.



Why Companies Outsource

A 2020 Deloitte Survey reported:



Cost Cutting Tool			70%
Enables Flexibility			40%
Speed to Market			20%
Access to tools and processes			15%
Agility			15%

Types of Outsourced Bookkeeping & Accounting

Outsourcing all or part of your financial operations can take many forms, from basic bookkeeping and transaction processing to advanced accounting, controller and CFO functions. You'll need to make a decision on the kind of outsourced bookkeeping and accounting you want to engage for your organization.

Choices include:



Different Needs Throughout the Business Lifecycle Stages

Small business and organizations struggle with growth. As you add employees and increase sales your infrastructure and back office become increasingly important. Your financial operations, your bookkeeping and accounting, need to move from compliance to a platform for financial intelligence that:

Businesses have different strategy and compliance needs during different business lifecycle stages:

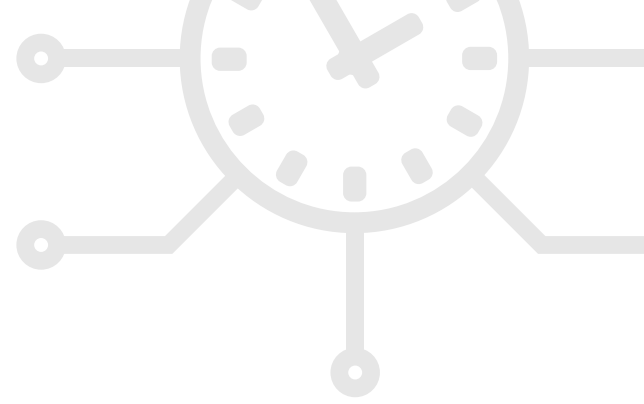
Owners of launches or startups usually focus more on compliance and also need to keep overhead costs low to invest as much as possible into the business.



Strategic decision-making and shrewd cash flow management are critical to surviving growth stages. A solid financial foundation empowers business leaders to efficiently manage cash flow management, make data-driven decisions and facilitate strategic growth.

Once a business reaches its maturity, business owners face the decision of whether to try to expand the business in creative, new ways or to simply maintain its size and stability. Depending direction, businesses may choose to scale back or expand their outsourced accounting departments.

The Power of Real-time, Full-Service Accounting



Full-service accounting allows your company to leverage the experience and knowledge of a team of finance professionals. With routine bookkeeping and accounting tasks managed, you can focus on doing what you do best – running your business. In addition, full-service providers offer management accounting, delivering actionable insights into your company's finances.

With the advent of new technology, the accounting industry now offers Client Accounting Services (CAS), a service model which provides automated technology and affordable accounting guidance to businesses of all types and sizes.



CLIENT ACCOUNTING SERVICES (CAS)

Unlike with part-time bookkeepers, local bookkeeping services or even CPA firms offering bookkeeping, businesses that employ Client Accounting Services, or CAS, receive a real-time share of a professional accounting department. CAS delivers as-needed expertise across the spectrum of financial management, so businesses don't have to hire, train or manage hard-to-find accounting staff.

Client Accounting Services firms do come in several varieties. Some provide basic bookkeeping, while others provide advanced management reporting and take on advisory roles. You'll have to sort and understand the scope of work being offered.

Available to you anytime you need it, your CAS team and technology will proactively provide the financial intelligence necessary for you to stay in sync with the financial management of your business.



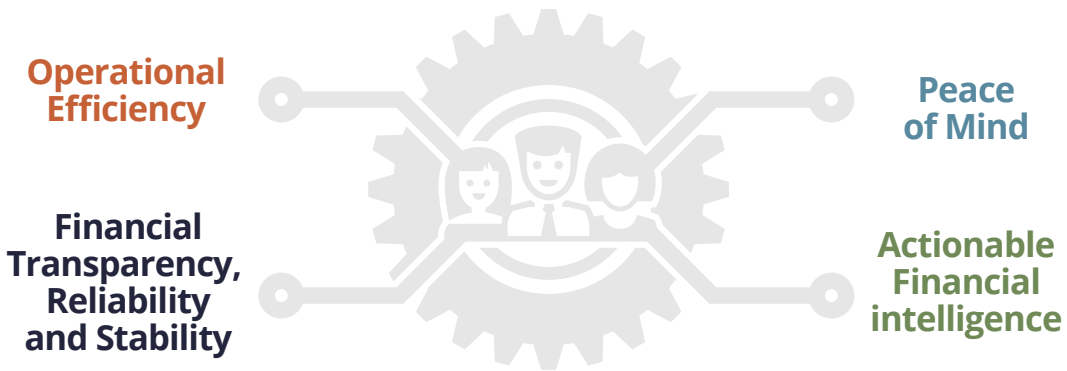
[Client Accounting Services:
A New Way to Outsource Accounting](#)



TEAM & TECHNOLOGY

The biggest differentiators when it comes to the right outsourced accounting service provider are team and technology. A high quality outsourced accounting provider should provide your company with both.

When you pair a stellar CAS team with an up-to-date, optimized system of technology, your organization will benefit from results, like:



Going Deeper—Management Accounting

A full-service outsourced accounting department should also be able to provide management reporting that will help your business improve strategic decisions that drive growth and profitability.

Management Accounting

enables you to make data-driven decisions for your business.



Management Reporting

gives you the financial information needed to make better decisions that improve your business operations.

Management Reports Provide Answers To Questions Like:

Are you pricing jobs right?

Which jobs and clients are most profitable?

What investments should I make in development and marketing to grow my sales?

How much can you afford to spend on customer acquisition?

How can I improve operations to reduce expenses?

Empowered by answers, you can make data-driven decisions with confidence and enjoy the positive results. Significant Financial Savings, Reducing Business Costs

The Transition to Outsourcing

Understand Best Practices in Small Business Bookkeeping and Accounting



AUTOMATION & INTERGRATION

Leverage business process automation to eliminate double entry and wasted time. Your accounting system should integrate and sync all data that exists in electronic form. This type of integration, for example, unlocks the potential to assess time sheets with respect to:

- ✓ **Billing systems**
- ✓ **Payroll for job costing**
- ✓ **Profitability reporting, with respect to any aspect of your business**



STANDARDIZATION

Standardize weekly and monthly processes to ensure accuracy, timeliness and sound practices. Methods of standardized policies and procedures require:

- ✓ **Checklists**
- ✓ **Documentation of all best practices for billing, collections and cash flow management**
- ✓ **Investment in training of those standard processes**



PROCESSES & REPORTS

Define a process for month-end close. To successfully complete compliant, audit-ready, accrual-based reports each month, it is important to keep the end of the month in mind from the first through the 31st.

Throughout the month be mindful of:

- ✓ **The reports you use to make decisions**
- ✓ **Who uses those reports and with what frequency they should be distributed**
- ✓ **The types of decisions that will be made by looking at the reports**
- ✓ **The trends you want to see in key performance indicators**



REDUCE FRAUD

Design separation of duties and internal controls with checks and balances into your processes, policies and procedures.

Consider which steps in your bookkeeping and accounting processes should be completed by different individuals to ensure a second set of eyes and how various duties should be divided, such as:

- ✓ **One person to authorize a transaction**
- ✓ **Another person to record the transaction**
- ✓ **A third person to reconcile the account**

Choosing a Partner

Things to consider when choosing an outsourced accounting firm:



1. Experience

How long has the firm provided client accounting services?

2. Specialization

- a. Do they specialize in CAS?
- b. Do they have experience with your industry?
- c. Do they specialize in your accounting software?

3. Technology

Are they able to build or optimize your systems to automate and integrate all your financial data?

4. Team

- a. How many people are on a team
- b. What are their roles?
- c. Do the same team members work on your account week in and week out or is it more like a call center?

5. Expertise

What level of experience and training does the CAS team, and the company, have?

6. In the U.S. or Offshore?

Offshore may work for transaction heavy businesses focused on maximum cost savings - likely not a great fit for others.

7. Where do they work

Do they work in an office or service center, or do they work out of their homes?

8. Communication

How do you communicate with your team? Can you get in touch when you need them?

9. Scope

Are they able to deliver the scope of work that matches your needs? Are they flexible? Do they offer daily/real-time service or once per week batch processing? Or can they provide either?

10. Transitioning

How will they manage the on-boarding transition process, and how long will it take?

11. Your Responsibilities

What are the responsibilities, deadlines and expectations of my staff, any third parties, such as my CPA?

12. Scalability

Are they able to grow, or cut back on services depending on your business needs?

13. Reporting

Do they provide a reporting package the includes management reports customized to your organization's drivers of success?

14. Security

Will my business's data be protected? (The best firms understand the importance of security. They invest and become experts in both physical and digital security.)

15. Access to QuickBooks or Software Platform

Some outsourced accounting service providers limit or restrict access.

Why GrowthForce

GrowthForce outsourced bookkeeping, accounting and controller services help small businesses and nonprofits access timely, accurate financials from a dependable team of accounting professionals they can trust, a **fractional share of a full-service accounting department based in the U.S.** Our customized financial reporting and KPIs help you drive profitability and growth through data-driven decisions.



Over 20 Years Experience



In-Depth Onboarding



Catch Up Clean Up



Smart Back Office



Policies & Procedures



Management Reporting, KPIs & Scorecards



Scalability



Dedicated 3-Person Team

GrowthForce's exceptional blend of team and technology sets us apart in the client accounting industry. In addition to the core bookkeeping and accounting services we provide, we're experts and helping small business and nonprofits integrate systems, improve cash flow, reduce risk and increase profits.

The time is now to outsource your bookkeeping and accounting - get the team and the technology that will help you drive increased growth and profitability. Get started with a customized proposal today.

"Do what you do best and outsource the rest!"

—Peter Drucker

GrowthForce

Have any questions? Visit our site at:
www.growthforce.com

