



COMPANY PROFILE



EXPERIENCE TRUST CONFIDENCE

Let PRO BOOKKEEPER'S become your trusted advisor by:

- Optimizing QuickBooks
- Providing "REAL TIME" financials
- Identifying and reducing costs
- Saving time by eliminating inefficiencies
- Providing easy access to important information
- Helping to safeguard your business
- Continuously updating and improving our systems
- Helping you achieve your business and personal goals

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ABOUT PRO BOOKKEEPERS INC.

Joseph R. DiChiara, a CPA since 1988 is the founder and President of Pro Bookkeepers Inc. He has spent his entire career in public accounting working closely with small business clients and their owners. By 1994 Joe opened his first accounting office catering specifically to small businesses and individuals. At this time, Intuit, the owner of QuickBooks was busy convincing millions of small business owners that they could do their own bookkeeping and “save time and money” by utilizing their state of the art software. 1996 he became one of the first CPA’s on Long Island offering QuickBooks training. The phone was ringing off the hook and led to tremendous growth in his accounting practice. Joe trained hundreds of business owners and their staff on basic bookkeeping and how to use this powerful software to their advantage.

By the year 2000 Joe felt that there was an underlying flaw in this concept. Sure, clients liked the fact that they could enter transactions, print invoices and checks, etc... It gave them the feeling of being “in control”. But as soon as something out of the ordinary happened (a bounced check, bad debt, partial payments...) the client was stuck. They were often frustrated because of their inability to match the kind of work an experienced bookkeeper could produce. More important was the fact that the time they were spending in their efforts to “do it themselves” were taking away from their core business functions. There had to be a better way to utilize the power of QuickBooks without there being such a struggle.

In July of 2002 Joe discovered that through technology, he could reverse the entire process. Instead of trying to teach business owners and their employees how to do it themselves, he could take over the entire bookkeeping process freeing up the business owner and his/her employees to do what they did best. Now they could sell, manufacture, network and generally become more productive to the business. Valuable human resources that had been diverted to non-core business functions such as data entry, bank recs, etc. would once again be utilized for better suited tasks and directly affecting their bottom line. Existing staff could still be utilized in some of the basic data entry functions, printing out invoices, checks, reports, etc.

The Pro Bookkeepers accounting system has developed through the years and continues to improve. The adaptation of a complete filing system, both hard copy and electronic, a virtual accounts payable department, technology support, weekly bank reconciliations, credit card transaction entry, credit card reconciliation, real time payroll integration, etc. These enhancements has all led to a truly seamless accounting system that provides small business owners with the checks and balances (internal controls) and real time reporting capabilities only larger fully capitalized businesses have been able to enjoy in the past. In a nutshell Pro Bookkeepers provides a sort of virtual accounting department that works as if you had a full-time controller on the premises for a fraction of the cost!

SERVICE DESCRIPTIONS

BOOKKEEPING

Our blueprint for success starts with a solid bookkeeping foundation. By starting with your basic business processes we determine where and how your key information will be captured and recorded. A clear understanding of your business and what information you need to make important decisions is essential in setting up your accounting system. Eliminating duplication of work and automating business processes where possible are examples of sound business practices. Pro Bookkeepers has the experience and expertise to develop the fundamental procedures that will be the basis for an accurate, reliable and efficient bookkeeping system.

PAYROLL

Payroll processing is an area that can really bog down a business. Considering the tax and insurance compliance issues, tracking sick and vacation days and integrating wages, tax withholding and payment into your accounting system-it's enough to make any business owner or manager shiver. Our approach is to make payroll processing as seamless as possible while addressing all of the compliance issues. Making sure your employees are paid on time will help make your business run more smoothly. Knowing that your taxes and insurance are being taken care of helps you sleep at night.

CONTROLLERSHIP SERVICES

Taking your accounting information and using it as a tool to run your business is something that requires an experienced professional. Analyzing financial data for past and future performance, projecting cash flow, preparing financial statements, obtaining financing, identifying problem areas and suggesting solutions are just some of the services we will provide you with.

TAX PREPARATION SERVICES

We are experts in tax planning & preparation and trouble shooting. Past due returns, tax minimization, audits, penalty abatements, payroll, sales tax, multi state returns, answering tax notices, etc. Let us put our years of experience and knowledge to work for you.

ADDITIONAL SERVICES

We provide a comprehensive business service and can assist you in these areas:
Insurance-life, health, liability and workers compensation
Financial planning-pension plans, IRAs, investments
Obtaining financing-business loans, residential and commercial mortgages

SERVICE COMPARISON

SERVICE	CLIENT TIERS		
	BRONZE	SILVER	GOLD
Up to 100 transactions per month	•		
Up to 300 transactions per month		•	
Up to 500 transactions per month			•
Bank reconciliations	•	•	•
Monthly reports	•	•	•
Fully Computerized	•	•	•
Petty cash analysis	•	•	•
Experienced staff	•	•	•
CPA Supervisor	•	•	•
Dedicated Bookkeeper		•	•
Credit card analysis		•	•
Accounts payable		•	•
Secure QB Server		•	•
24/7 Access		•	•
Accounts receivable/Accounts payable			•
Inventory valuation			•
Direct telephone access*			•
Controllership services**			•
PRICE PER MONTH STARTING AT:			
	\$150	\$300	\$500
Additional Processing fees:			
Add \$80 per each additional 100 avg. monthly transactions Other additional costs and fees may apply-your actual cost will depend on your final contract.			
*Direct telephone access to your bookkeeper for clients and vendors calls.			
**Controllership services include up to 3 hours of telephone consultations per quarter with a CPA staff member. We will assist you in assessing your businesses strengths and weaknesses and offer guidance and practical suggestions to help you and your business reach its financial goals.			

ADDITIONAL SERVICES

We always strive to match our clients' needs with those core services the tools needed to run a successful enterprise. Our commitment to continuously improve our own operations and how we serve you will help identify that last piece of the puzzle of optimization and success. These additional services are a good example of our businesses model at work for you.

ADDITIONAL SERVICES AVAILABLE		
PLATINUM SERVICE	A F/C bookkeeper to serve as your complete administrative back office. Paying bills, making deposits, answering calls. A complete virtual accounting department.	CALL
INCORPORATION	Includes corp. kit, filing fees federal ID# & all federal & state applications to be registered for payroll & sales tax if required.	CALL
SPECIAL PROJECTS	Data entry, spreadsheet design & custom data base programming	CALL
CONTROLLERSHIP SERVICES	Hire one of our staff CPA's on a per-diem basis for special projects such as obtaining financing, budgets, etc.	CALL
INSURANCE REVIEW	Our team will provide a review of all your current insurance policies to ensure that you are covered adequately and are paying the lowest premiums available.	FREE
FINANCIAL REVIEW	We have licensed financial professionals that will inform you of all the available options for small businesses and their owners including pension plans, IRAs, retirement planning, etc.	FREE
OBTAINING FINANCING	Our comprehensive accounting system will put you in the position to grow your business or simply work out better, less expensive financing. Our contacts in the banking world enable us to connect you with the right people.	CALL

PAYROLL PROCESSING PRICE CHART

Employees	Payroll frequency-monthly cost		
	Weekly	Semi-weekly/ Bi-monthly	Monthly
1	80.00	60.00	50.00
2	90.00	65.00	52.50
3	100.00	70.00	55.00
4	110.00	75.00	57.50
5	120.00	80.00	60.00
6	130.00	85.00	62.50
7	140.00	90.00	65.00
8	150.00	95.00	67.50
9	160.00	100.00	70.00
10	170.00	105.00	72.50
11	180.00	110.00	75.00
12	190.00	115.00	77.50
13	200.00	120.00	80.00
14	210.00	125.00	82.50
15	220.00	130.00	85.00
16	230.00	135.00	87.50
17	240.00	140.00	90.00
18	250.00	145.00	92.50
19	260.00	150.00	95.00
20	270.00	155.00	97.50
21	280.00	160.00	100.00
22	290.00	165.00	102.50
23	300.00	170.00	105.00
24	310.00	175.00	107.50
25	320.00	180.00	110.00
26-call for a quote			

Prices include set up fees, direct deposit, preparation of quarterly & annual payroll reports, electronic tax payments (when available) and year-end W2 reports.

HOW IT WORKS!

THE PRO BOOKKEEPERS SYSTEM requires us to pay close attention to all of the details and areas that could have a profound effect on the financial well being of the business today, and in the future. Here is a summary list of the key areas we will focus on.

WHAT	WHY	HOW
CHART OF ACCOUNTS	The foundation of your bookkeeping system. A well organized, numbered chart of accounts will enable you to categorize assets, liabilities, income and expenses. If you want solid financial information you start here.	We start with a standard, numbered chart of accounts that is industry specific. After reviewing your BUSINESS EVALUATION REPORT we will work with you in customizing your chart so that your future financial reporting needs will be met.
BANK RECS	The most basic of checks and balances. Find errors and know your correct checkbook balance.	We reconcile weekly when we can obtain online bank info. Most banks now allow accounting access to simply obtain transaction history. This ensures your balances are accurate and up to date.
CREDIT CARDS	When you use a credit card the transaction constitutes a potential tax deduction. The proper categorization is essential and the detail will prove valuable when tracking your expenses. Additionally beginning and ending balances should be verified just like a bank statement.	We enter each transaction that appears on your credit cards statement by either obtaining the information electronically or through your monthly statement. We will post your payment to your credit card liability and verify that the balance on the statement matches your accounting records and financial statements.
ACCOUNTS RECEIVABLE	Managing your cash flow can make or break a small business. Every business owner is aware of this fact and we can easily write a book about this issue. Keeping an accurate up to date accounts receivable aging is absolutely essential in running a business. How to do this is where many businesses start to slowly collapse.	We post your sales invoices on a daily basis, post payments received and will even make some collection calls for you.
ACCOUNTS PAYABLE	Entering bills as they are received, along with the due date provides for a correct, accrual based accounting system. More important is the vital financial information that is obtained. This will provide for cash flow requirements, an accurate recording of expenses in the period they belong as well as a vendor transaction history that could prove invaluable in future periods.	As soon as bills are received they are processed and recorded. Once approved for payment the checks are printed and delivered back to you for signing and sending.
FILING SYSTEM	One of the key elements in having a solid business foundation is organization. Having books and records that are accurate, reliable and timely is not optional.	Pro Bookkeepers takes a start to finish approach to filing which means that rather than just put all like items in one file, we give you a complete package. Each file contains the folders that belong to a specific category. This file is labeled to match the category it belongs to in QuickBooks.

WHY PRO BOOKKEEPERS?

1. COST

SAVE MONEY! The cost and time expended in hiring, training and paying staff is often prohibitive. When you include salary, payroll taxes, insurance, fringe benefits, vacation, sick time, holidays, etc. and you factor in hidden costs such as non-productive time, office expenses, telephone calls, etc. the true cost can be exorbitant. By making PRO BOOKKEEPERS an extension of your business you will realize substantial cost savings. You only pay for the amount of work your business requires. There are no taxes, insurance or fringe benefits to pay. There are no hidden cost and absolutely no surprises.

2. TIME & EFFICIENCY

RUN YOUR BUSINESS MORE PROFICIENTLY. Many business owners find themselves buried in paperwork and administrative tasks. They lack the time to keep up with the crucial financial data that could help them run the business more efficiently and more profitably. Finding an experienced, qualified staff person is often difficult and/or cost prohibitive. Many times owners attempt to “do it themselves”. Our years of experience have shown us that this not only diverts owners’ time and talent, the books are almost never kept up to date and are often sloppy and /or unusable. PRO BOOKKEEPERS solves this problem by becoming a real extension of your business, a virtual accounting department.

3. SERVICE & CONVENIENCE

GET THE ANSWERS YOU NEED, WHEN YOU NEED THEM! Our most valuable asset is our relationship with you, our client. With this in mind, we have structured our entire business model on delivering the highest level of service to you, our valued client. Our mission is to provide you with up to date, accurate information in the timeliest manner. You will always feel confident knowing that your Pro Bookkeepers team is there to go the extra mile for you.

4. EXPERTISE

WE SPECIALIZE. PRO BOOKKEEPERS specializes in working exclusively with small businesses and we are experienced in all of the administrative burdens facing them. We retain only highly qualified, experienced individuals who are knowledgeable in bookkeeping, payroll and accounting.

5. TRUST

FEEL COMFORTABLE KNOWING YOU ARE IN GOOD HANDS. Your dedicated financial team will include an experienced bookkeeper and a CPA supervisor. These talented individuals will become an important extension of your business. People you can rely on to help you achieve all of your goals and ultimate success.

6. SIMPLICITY-WE MAKE EVERYTHING EASIER!

COMPETITION COMPARISON CHART

SERVICE DESCRIPTION	Your current system			Our System
	DO IT YOURSELF	STAFF	CPA FIRMS	Pro Bookkeepers
Experienced staff				YES
Efficient				YES
Reasonable fees				YES
Dedicate team				YES
Predictable costs				YES
Proven reliable system				YES
24/7 Access				YES
No hidden cost				YES
Trust worthy				YES
Professional				YES
Low turn-over				YES
Zero training cost				YES
Zero hardware costs				YES
Continuous back up of data				YES
Disaster recovery system				YES
Reduce costs				YES
Save you time				YES
Continuous feedback				YES

FREQUENTLY ASKED QUESTIONS

What about backups?

Our servers automatically back up your files every night. We can provide you with a QuickBooks back up file at any time.

How do we get you the information?

There are several ways for us to obtain the information needed to process your transactions: Local pick up, Mail or Fed Ex., Phone, Fax, Scan & upload. E-mail...

The method you use will depend on you & your business. What's important is that you use a system that is efficient and that you are comfortable with.

What types of businesses can use your system?

Our system will work with almost any type of business. Although many businesses are different they'll share common needs and requirements such as paying employees and bills, reconciling bank & credit card statements and producing financial reports such as a balance sheet & profit and loss statement to name a few.

Why can't I just hire someone to do this work?

You can. The problem is that there is a shortage of qualified bookkeepers and accountants out there. If you are lucky enough to find someone at the right price you will have to train them. Hopefully they will stay with you for a long time. You will have to provide desk space, vacation/sick time, lunch breaks, non-productive down-time, etc. You will also have to pay your share of payroll taxes & insurance. If you find yourself in the uncomfortable position of letting them go you may see a rise in your unemployment rate. Hopefully you won't have to worry about employee theft, etc.

What happens to my QuickBooks file if I discontinue service?

We will provide you with a full back up copy of your file-no questions asked.

PRIVACY POLICY

We collect nonpublic personal and business information about you and your business from the following sources:

- Information we receive from you on applications, tax preparation worksheets, other documents we use in preparing your tax return, or other forms;
- Information we receive in providing bookkeeping and other accounting services
- Information about your transactions with us or others; and
- Information we receive from consumer-reporting agencies.

We do not disclose any nonpublic personal information about you to anyone, except as permitted by law.

If you decide to discontinue our service, or become an inactive client, we will adhere to the privacy policies and practices as described in this notice.

We restrict access to your personal and business account information to those employees who need to know that information to provide products or services to you. We maintain physical, electronic, and procedural safeguards that comply with federal standards to guard your nonpublic personal information.

Your confidence in us is important and we want you to know that your personal and business information is safe. If you have any questions or concerns, please contact us.

Joseph R. DiChiara CPA
President - Pro Bookkeepers Inc.