The DNA of a CAS Firm
One firm's journey to world-class client services

Laura Redmond


Take a minute
to connect with
your neighbor
#QBConnect | WiFi: QBConnect

CPE Process

CPE credit administered in coordination with CPAacademy.org

CPE Credit

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

behind the scenes with REDMOND ACCOUNTING INC

About today's speaker

Laura Redmond

2019 Top CAS ProAdvisor, IA

2015 Top 20 Firm of the Future, Intuit

2014 Leading QuickBooks Online Practice, IA

Founder, Redmond Accounting Inc

Co-founder, Aero Workflow

www.redmondaccounting.com/QBC2019

Agenda

Vision

Process

System

Results

Agenda

Vision

Process

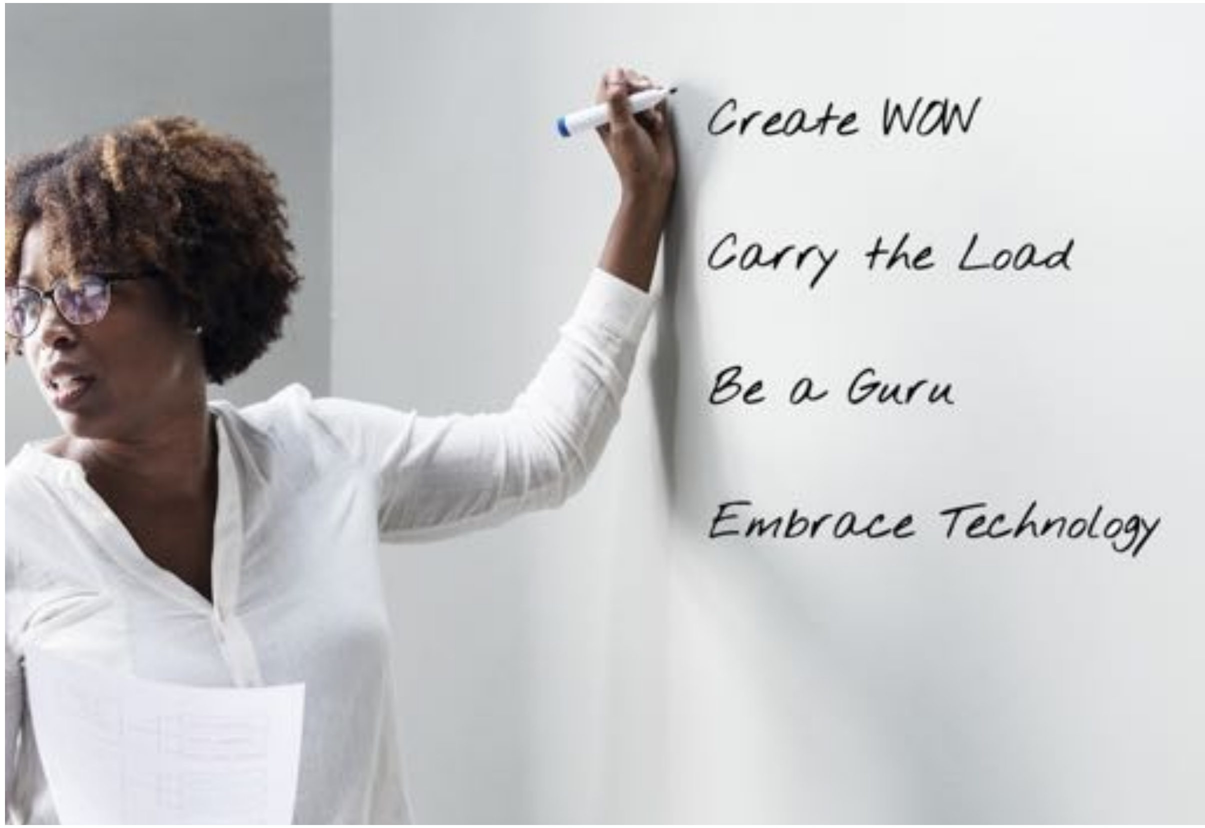
System

Results

Vision > Leadership

- Core values
- Core focus
- Marketing strategy
- Target

Vision > Leadership > Core Values



The foundation of your company's culture

- List people you admire
- List what you admire
- Select 5 – 10 core values

Vision > Leadership > Core Focus

- Why you are excited to wake up and come to work

+

- What you do well and enjoy doing

Vision > Leadership > Core Focus

- Simple language
- Big & bold
- Ah-ha effect
- Comes from the heart
- Not just about money
- Bigger than a goal

Vision > Leadership > **Marketing Strategy**

- Target market
- Three uniques
- Proven process
- Guarantee

Vision > Leadership > **Target**

- Total revenue
- Average client revenue
- Client count
- Staff count

Vision > Traction

LEVEL 10 MEETING

Good news	5 mins
Scorecard: on / off target	5 mins
Rock review: on / off track	5 mins
People headlines	5 mins
To-Do list: done / not done	5 mins
Issues: identify, discuss, solve	60 mins
Conclude	5 mins

Vision

What do you want?

Resonates with everything else you do

Agenda

Vision

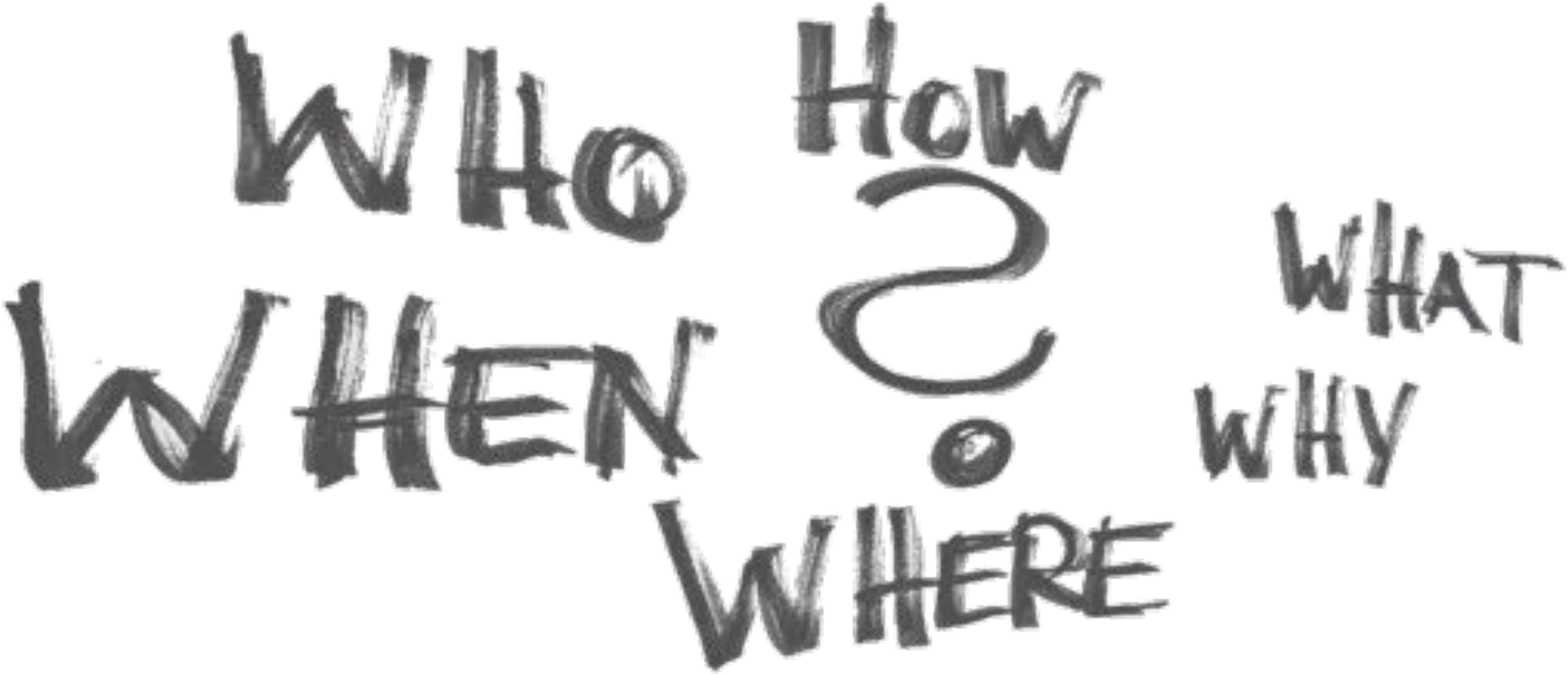
Process

System

Results


Marketing
Sales
Onboarding
Service

Process > Marketing > Branding > message



Process > Marketing > Branding > style

Typography

Typography

Typography

Typography

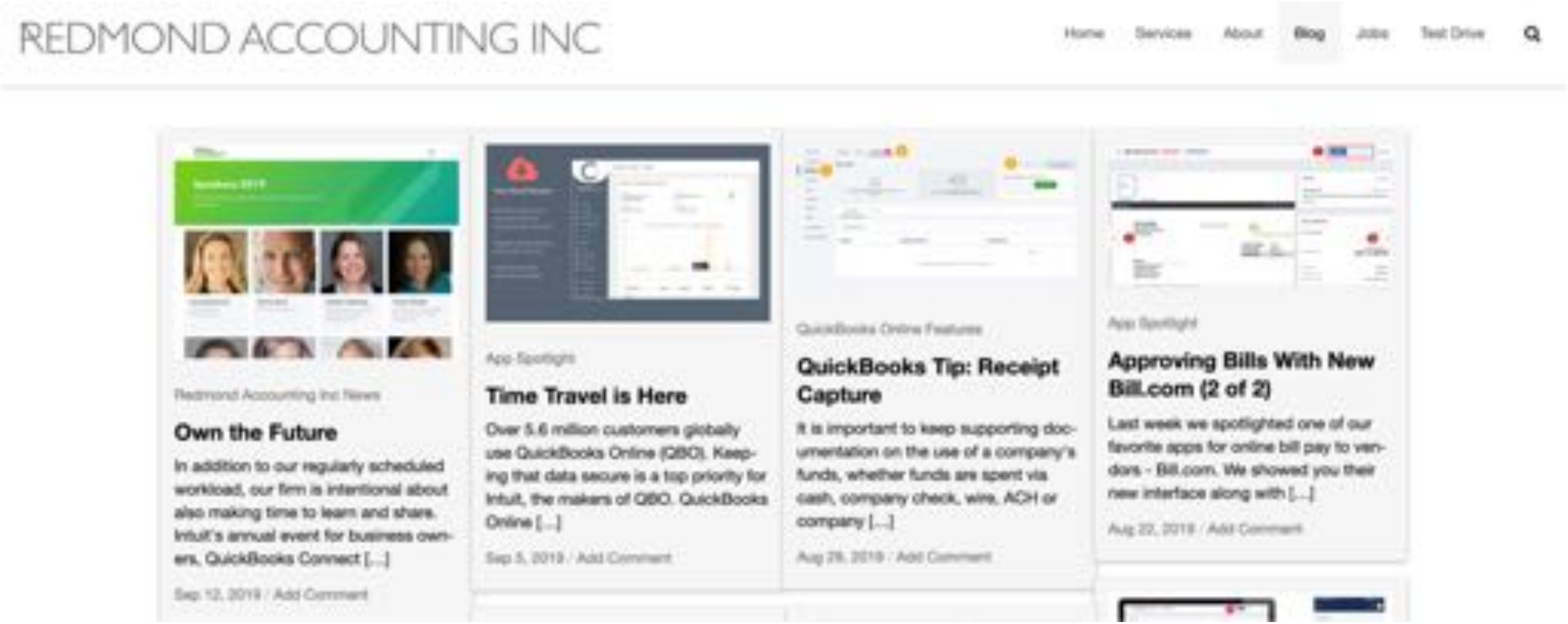
Typography

Logo

Process > Marketing > Lead Generation > **target market**

- Country: United States
- Revenue: 1M to 10M
- Industry: Professional services
- Technology: QuickBooks
- Position: Most senior contact
- Email Type: Verified

Process > Marketing > Lead Generation > blog



Process > Marketing > Lead Generation > email campaign

What is CAS?

Mon, Jul 29, 1:06 PM

Hey Laura,

I recently spoke to a business owner who was confused by the varying services offered by different accounting firms. Think about it this way. One engineer builds software; another builds bridges. One attorney works in civil legalities; another pursues criminal cases. The accounting profession also has specialties such as Tax, Audit and Client Accounting Services (CAS). What is CAS?

It's the equivalent of a business' accounting department, performed by an accounting firm. CAS practice is one of the fastest-growing in the profession. Progressive firms perform day-to-day accounting functions so you don't have to carry the burden of staffing, supplying, hiring and managing an accounting team.

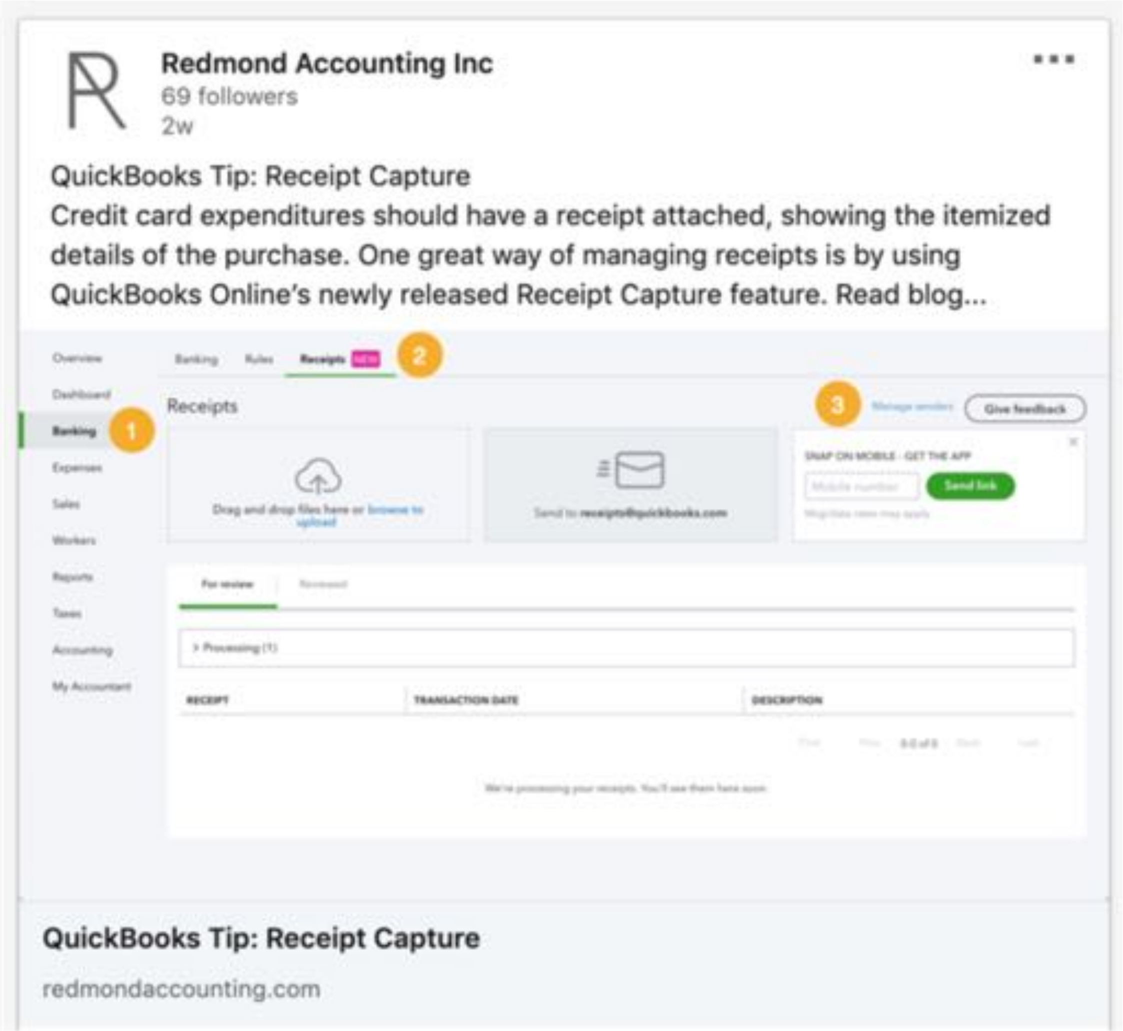
We love what we do. But it's no fun until we share it with you! Reach out to us or forward this email to someone you know who needs us.

Thanks again!

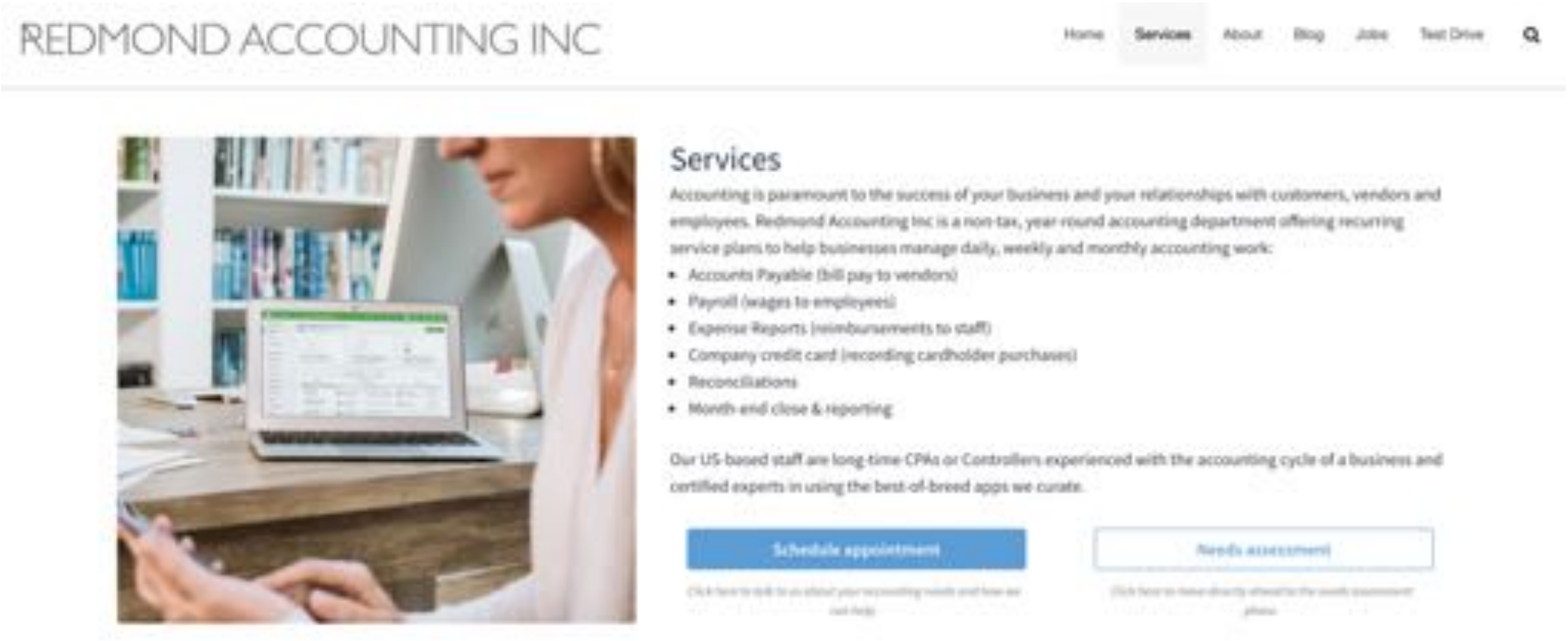
Laura Redmond
Founder
Redmond Accounting

Sent to: laura@redmondaccounting.com
Don't want future emails? Unsubscribe

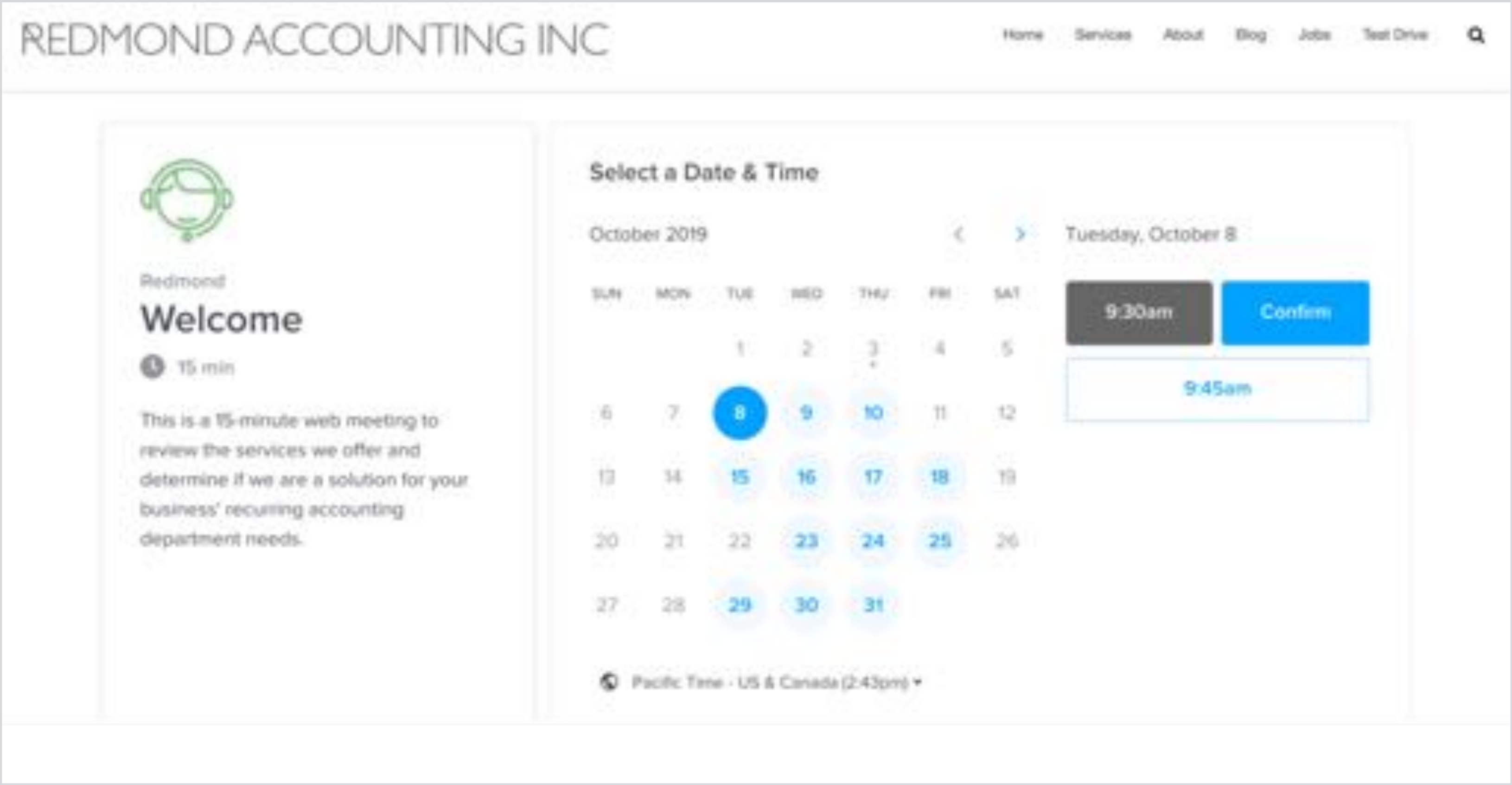
Process > Marketing > Lead Generation > social media



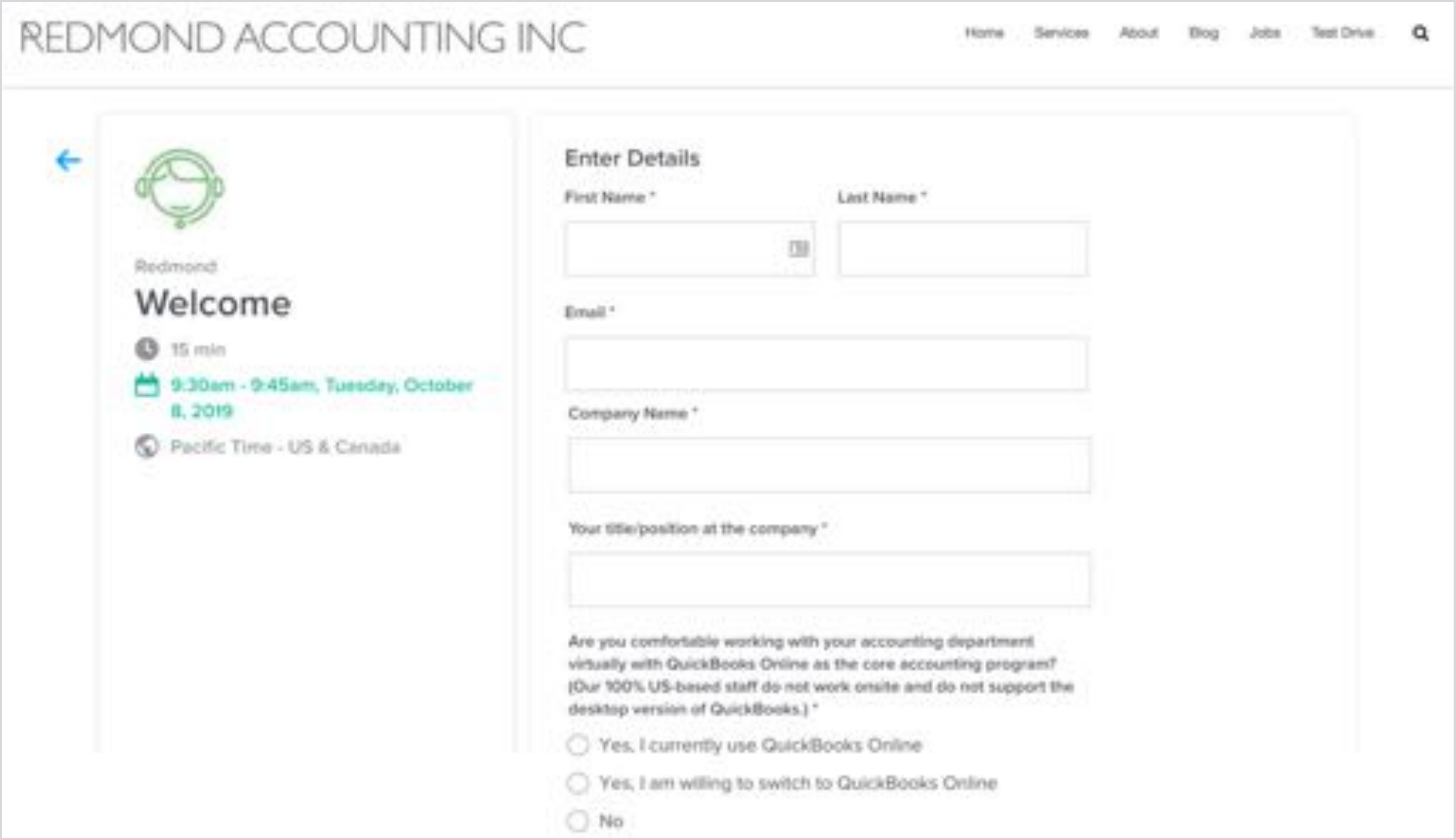
Process > Marketing > Lead Generation > website



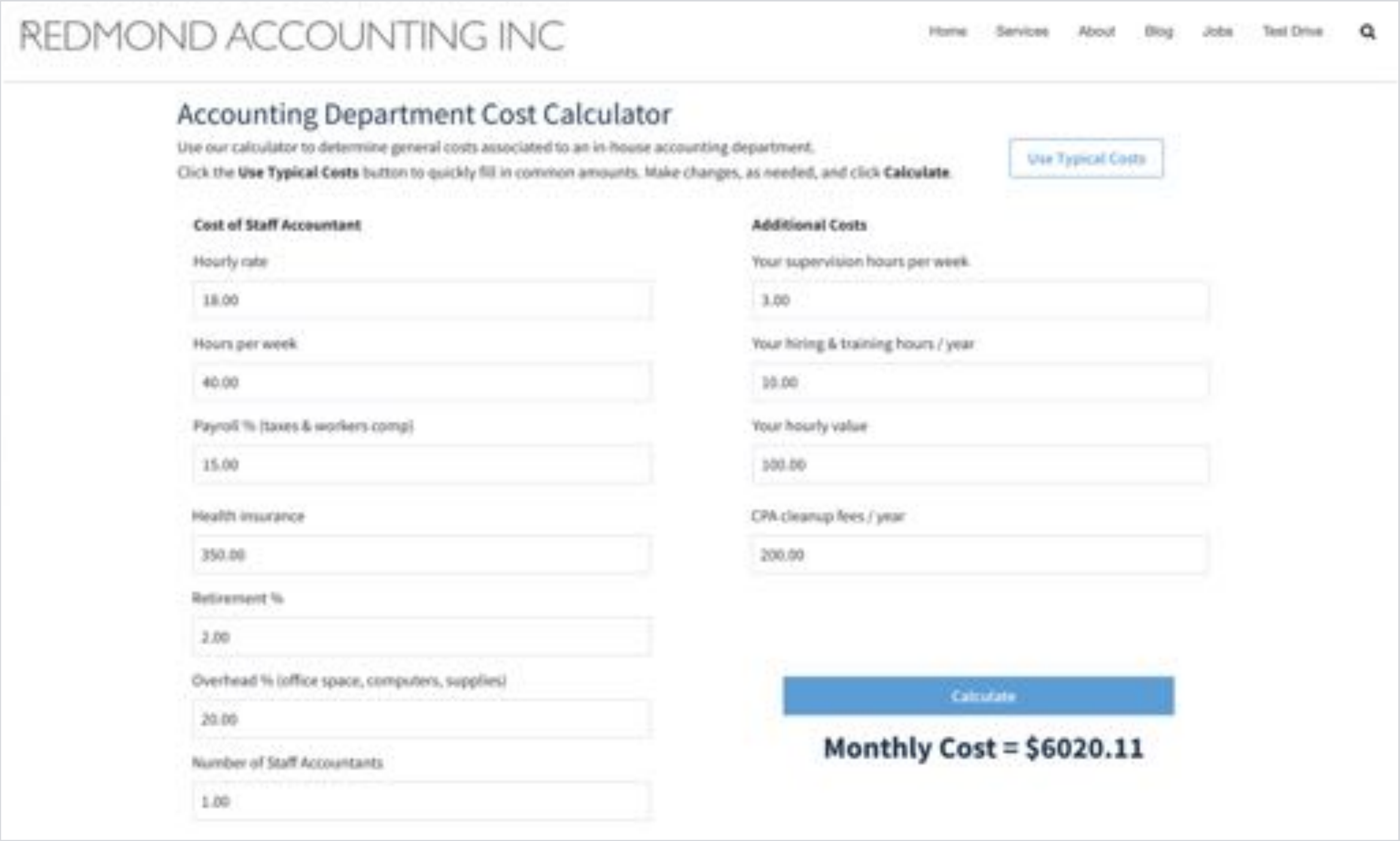
Process > Sales > Lead Qualification > schedule appointment



Process > Sales > Lead Qualification > right fit



Process > Sales > Lead Qualification > cost calculator



Process > Sales > Needs Assessment > business info

Needs Assessment

Money In

Questions related to money coming into the business by customers, clients, patients, donors, etc. We do not perform this service, however the method in which revenue is recorded on the books is critical to the rest of the work that we do.

Method used for recording sales and collecting payments from customers

Choose

- Choose
- None
- Invoice customers, paper check payments taken to bank for deposit
- Invoice customers, electronic payments automatically deposited at bank
- Online webstore / E-Commerce
- Physical store with Point of Sale register
- Physical restaurant with Point of Sale register
- Practice management tool invoices and collects from patients in office
- 3rd party medical billing service
- Automated recurring charges

Revenue process *

Explain current workflow process for recording revenue and collecting payment from you customers, including software programs used and who performs this work

Your answer

Payment methods accepted from your customers *

- [ ] Check
- [ ] Credit Card
- [ ] Wire
- [ ] ACH
- [ ] Cash

Process > Sales > Needs Assessment > qb access

REDMOND ACCOUNTING INC

Home Services About Blog Jobs Test Drive

QuickBooks Online

If your business is using QuickBooks Online, please follow these instructions to invite us to access it as an Accountant user:

1. Log in to QuickBooks Online as an Admin or Accountant user
2. Select the Gear icon at the top, then choose **Manage Users**
3. Click the **Accounting Firms** tab.
4. Invite your accountant:
    1. If this is your first time inviting an accountant, enter our firm's email address **qbopro@redmondaccounting.com**, then select Invite.
    2. If there's an existing Accountant user, select Invite at the top right and then enter our firm's email address **qbopro@redmondaccounting.com**, then select Invite.

Note: You can invite up to 2 accountants. If you use QuickBooks Online Advanced, you can invite up to 3.
Adding an Accountant user does not count toward your user limit.

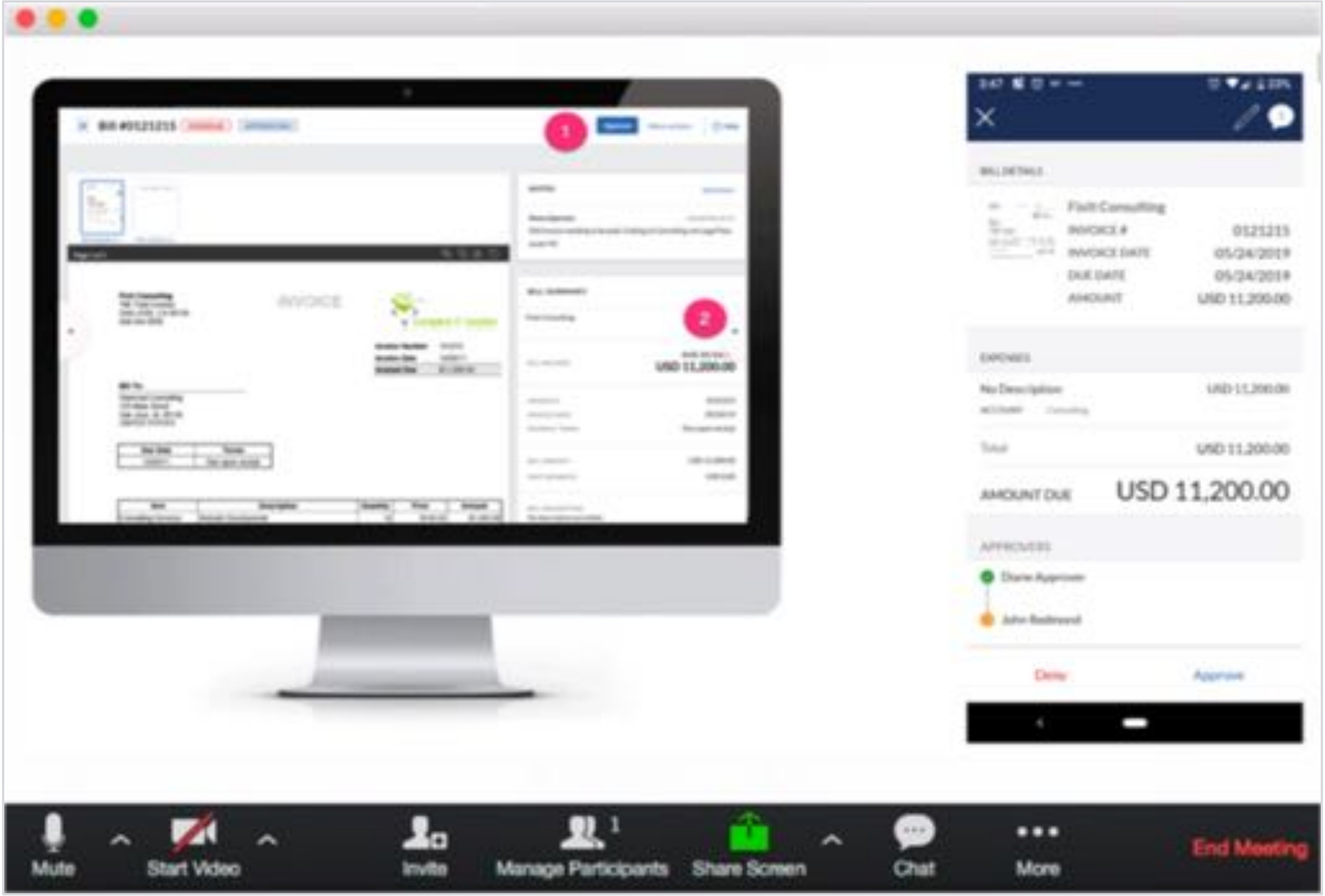
QuickBooks Desktop

If your business is using QuickBooks for Mac or QuickBooks Pro, Premier or Enterprise for Windows, please follow these instructions to send that datafile to us:

1. Create a portable file of the QuickBooks Desktop data file
2. Upload that portable file to a web-based folder of your choice, such as Google Drive (preferred).
3. Share access to that folder with us at **qbopro@redmondaccounting.com**
4. Send the QuickBooks admin username and password to us at **qbopro@redmondaccounting.com**

Process > Sales > Proposal > meet

Process > Sales > Proposal > demo



Process > Sales > Proposal > data analysis

qbopro
REDMOND ACCOUNTING INC

QuickBooks Online Data Analysis

for

My Company

3/24/14

QuickBooks Online Data Analysis is an essential function to evaluate the accuracy and integrity of your QBO company data, diagnose problems and prescribe solutions. Accurate financial data provides dependable business intelligence and promotes the well-being and profitability of your business.

	No action required	Suggestions and Tips	Action required	

Exchanging funds, recording transactions, reconciling accounts and measuring results takes a great deal of effort and should be performed regularly. It is the responsibility of every business to expend sufficient resources to setup and maintain proper fiscal systems. It is a cost of doing business that should not be ignored.

The ability to provide accurate and timely financial information affects every aspect of your business by providing the basis to make decisions that grow a successful enterprise. Improper setup or procedures can negatively impact a business. Designing, implementing, maintaining, troubleshooting and analyzing an efficient financial management system requires a unique mix of knowledge and experience. Setting up systems that provide secure internal controls and harness technology to automate workflow will benefit your business.

The purpose of this evaluation is to provide you with the status and recommendations prepared for your QuickBooks Online company to insure that you are using it to its fullest potential. Congratulate yourself for taking the first step in identifying the areas that need improvement and use the results below to make a plan for reforming the processes that need it.

QBO Company

We applaud your decision to use QuickBooks Online. This means that you always have the most current version and release of the accounting software available. There is no limit to the data file size associated to transactions, lists and attached documents. Data is stored at best-in-class data centers and protected by passwords, encryption and redundant servers. The audit trail is turned on by default in QBO to insure supervision and control.

The QuickBooks Online version is Simple Start. There is one user for the QBO subscription.

Suggested Improvements:
- Upgrade to QBO Plus account to take advantage of budget and class-tracking functionality
- Use budgets for fiscal planning
- Document accounting processes
- As the business grows, plan for separation of duties to reduce vulnerability to fraud

General Ledger

The general ledger is the complete record of financial transactions over the life of the company. It holds the information needed to prepare financial statements and is a means to identify errors and / or instances of fraud. The general ledger is comprised of assets, liabilities, equity, revenue and expenses – all of which must be recorded properly and maintained regularly for accuracy.

Suggested Improvements:
- Regularly close the month with period end date and password to prevent modification to closed periods
- Reconcile Balance Sheet accounts to supporting documentation (bank statements) for previous periods
- Establish capitalization policy, review large expenditures to determine whether any should be capitalized, reconcile fixed assets to depreciation schedule
- Determine Sales Tax liability and plan for tracking and remittance
- Create allocation schedule for prepaid expenses
- Determine intention of uncategorized asset
- Reclassify Opening Balance Equity

Banking

Your accounting software controls the life-blood of the business: Cash Flow. Accurate bank account information helps to verify that you've recorded all transactions in a timely manner, as well as offering a way to confirm cleared transactions with the bank in real time within QBO.

The company bank account is connected to QBO, with no errors. Downloaded bank transactions are up-to-date to current period.

Suggested Improvements:
- Bank accounts are not reconciled. All prior months must be reconciled.
- Outstanding transactions are not current.

Sales

Sales are necessary to off-set the expenditures made by the company in order to result in a profit. A profit increases the net worth of the owners and is a positive use of assets. It is important to record sales properly for reporting gross receipts and to measure performance, growth and trends.

Suggested Improvements:
- Reclassify deposits recorded as expenditures to appropriate revenue account
- Merge multiple duplicate income accounts
- Customer names do not appear valid – no associated sales transactions
- Reorganize income & COGS accounts and set up class tracking to measure margin

Expenditures

The company uses bank debit cards for most purchases and receives very few vendor bills. As this activity grows, an online bill payment solution with electronic document management will improve visibility and approval of expenses and insure proper procedure for Payables.

Suggested Improvements:
- Reclassify payments from Refunds-Allowances revenue account
- Reclassify $50K payment from Other G&A to Subcontractors
- Reconcile 7/7/14 transaction recorded to "Uncategorized Expense"
- Verify $2800 utility expense with no description or name
- Reclassify "Miscellaneous" expense and delete account (use Uncategorized Expense as temporary holding place instead)
- Use vendor names on all money-out transactions for better detail reporting.
- Explore whether to capitalize some of the R&D expenses
- Suggest merging several Cost accounts
- Merge duplicate vendors, rename for bank & merge vendor names for wire transfers
- Determine whether purchase order process is needed for approvals
- Procedures for 1099-vendors, including Welcome Letters requesting W9, TIN tracking, account mapping and electronic form submission, will improve this annual duty.

Accounts

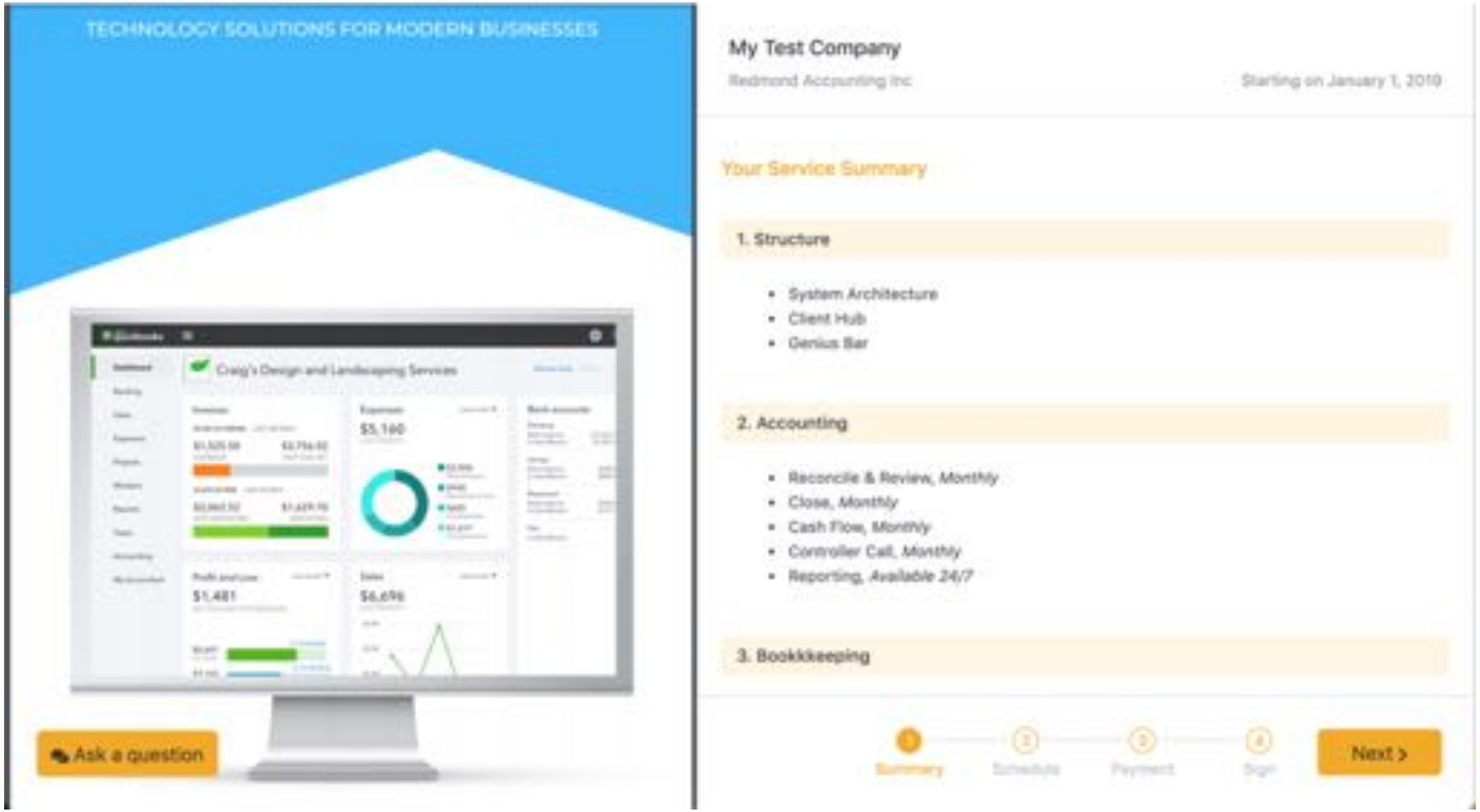
The Chart of Accounts is the basis of the general ledger and the categorization of financial transactions. The account list is appropriate and reasonable in size. Account numbers are not being used.

Suggested Improvements:
- No Fixed Assets - determine whether any expenditures should be capitalized
- Suggest deleting "Uncategorized Asset"
- Confirm no company credit cards
- Confirm no long term loans due
- Suggest deleting "CA Payable" account
- Suggest using Capital Stock and/or Paid in Capital for corporate equity reporting

Process > Sales > Proposal > options

	TEAM PLAN Scalable solutions	CORE PLAN Powerful efficiency	GURU PLAN Solid framework
	$[illegible] per month Term = 12 months	$[illegible] per month Term = 12 months	$[illegible] per month Term = 12 months
Structure	✓	✓	✓
CFO Call	✓	✓	
Forecast & Budget	✓		
Cash Flow	✓		
Ratio Analysis	✓		
Reconcile and Close	✓	✓	
Adjusting Journals	✓	✓	
Bank Feed	✓		
Managed Workflow		✓	✓
Payroll	✓		
Payables	✓		

Process > Sales > Proposal > client engagement



Process > Sales > Proposal > **welcome email**

Laura Redmond Mon, Jul 22, 4:05 PM

Hi ,

This is your confirmation that proposal # for was accepted. For your reference here is a link to your engagement letter.

Please complete the steps below to get started with us:

1. Look for an email invite to Client Hub *within the next 24 hours on regular business days*
2. Accept the invite and set your password
3. Download the iOS or Android app for Client Hub on your smartphone and log in
4. Click this link to schedule a **Kickoff Meeting** with us to discuss:
    - How we communicate
    - How we gather info that we need in order to start setting up your services

Here is a video overview of this process

Process

How will you get there?

"This is how we do things here"

Agenda

Vision

Process

System

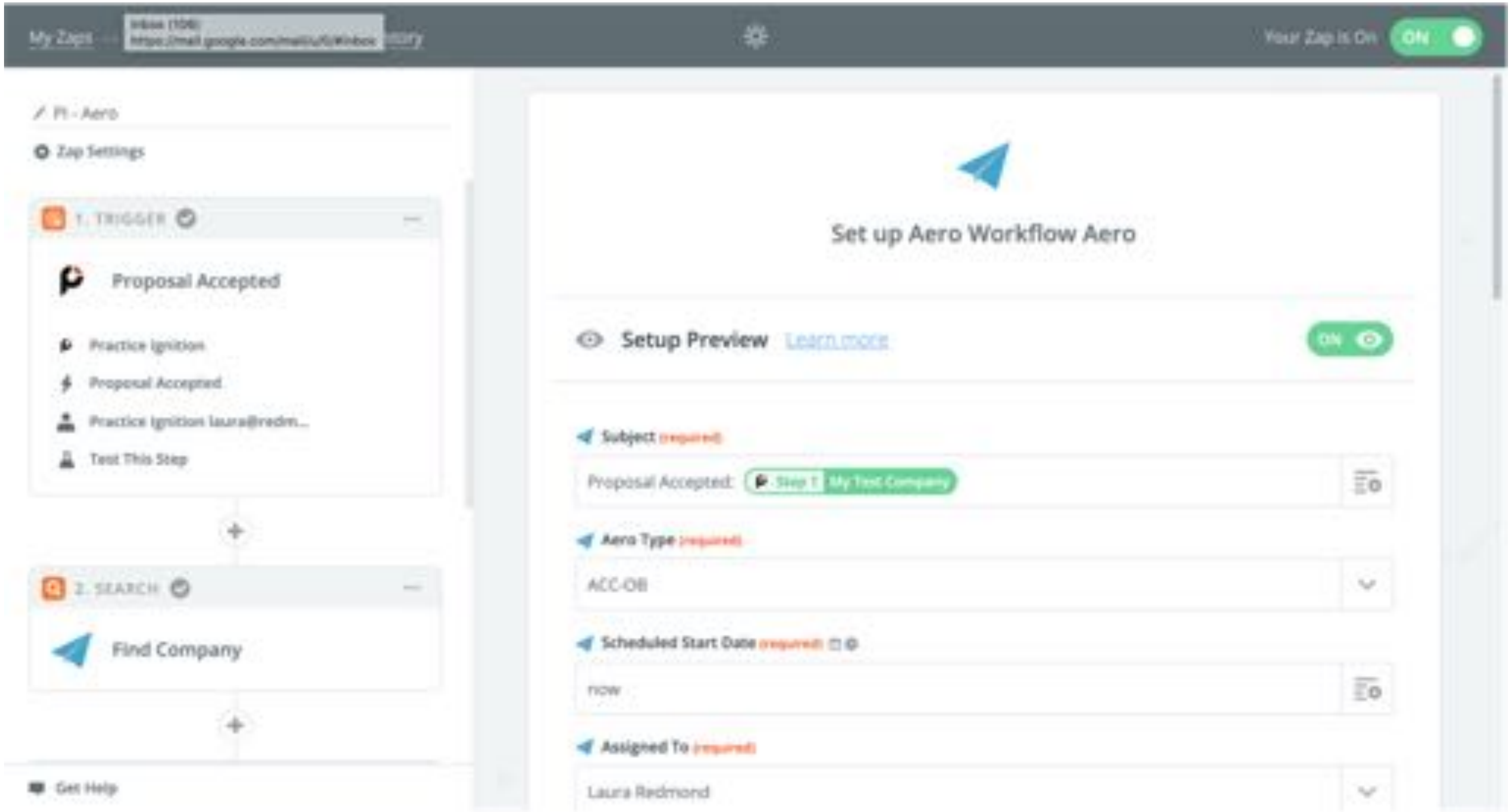
Results

aero Work Manage Setup Quick Links Library Admin Hello laura! Log off

Manage Open Aeros Due Today

		Start Date	Est. Hours	Subject	Type	Status
▸	View	09/30/2019 09:00 PM	0.00	QBO "What's New" webinar	RAI - HR	Not Started
▸	View	10/01/2019 10:00 AM	0.50	QBO: Reconcile credit cards	ACC-GL	Not Started
▸	View	10/01/2019 10:00 AM	1.00	QBO: Bank feed	ACC-GL	Not Started
▸	View	10/03/2019 09:00 AM	1.50	Add transactions from Debit Card to Report	ACC-GL	Not Started
			Grp Hrs: 3.00			
▸	View	10/01/2019 06:00 AM	2.00	QBO: Reconcile	ACC-GL	Deferred
			Grp Hrs: 2.00			
▸	View	10/01/2019 12:00 AM	1.50	Monthly Controller Call	ACC-CS	Not Started
▸	View	10/03/2019 06:08 AM	1.00	Post weekly blog on social media	RAI - Sales & Marketing	Not Started
			Grp Hrs: 14.50			
▸	View	10/01/2019 05:00 AM	0.50	Fund IRA	ACC-AP	Not Started
▸	View	10/03/2019 01:24 PM	0.50	Setup Google Analytics & tracking	RAI - Sales & Marketing	Deferred Need to research
			Grp Hrs: 4.00			
▸	View	10/01/2019 12:00 AM	8.00	[billable] 1099: Vendor W9 Management	ACC-AP	Not Started
▸	View	10/01/2019 04:10 PM	0.50	Bill.com training	ACC-GL	Deferred
▸	View	10/02/2019 08:30 AM	0.25	Transfer to Gusto	ACC-GL	Deferred
			Grp Hrs: 9.50			
			Tot Hrs: 33.00			

Process > Sales > Proposal > task assignment



System > Onboarding > Phase #1 Welcome Client

aero Work Manage Setup Quick Links Library Admin Hello laura! Log off

Client Onboarding Phase #1: Welcome Client

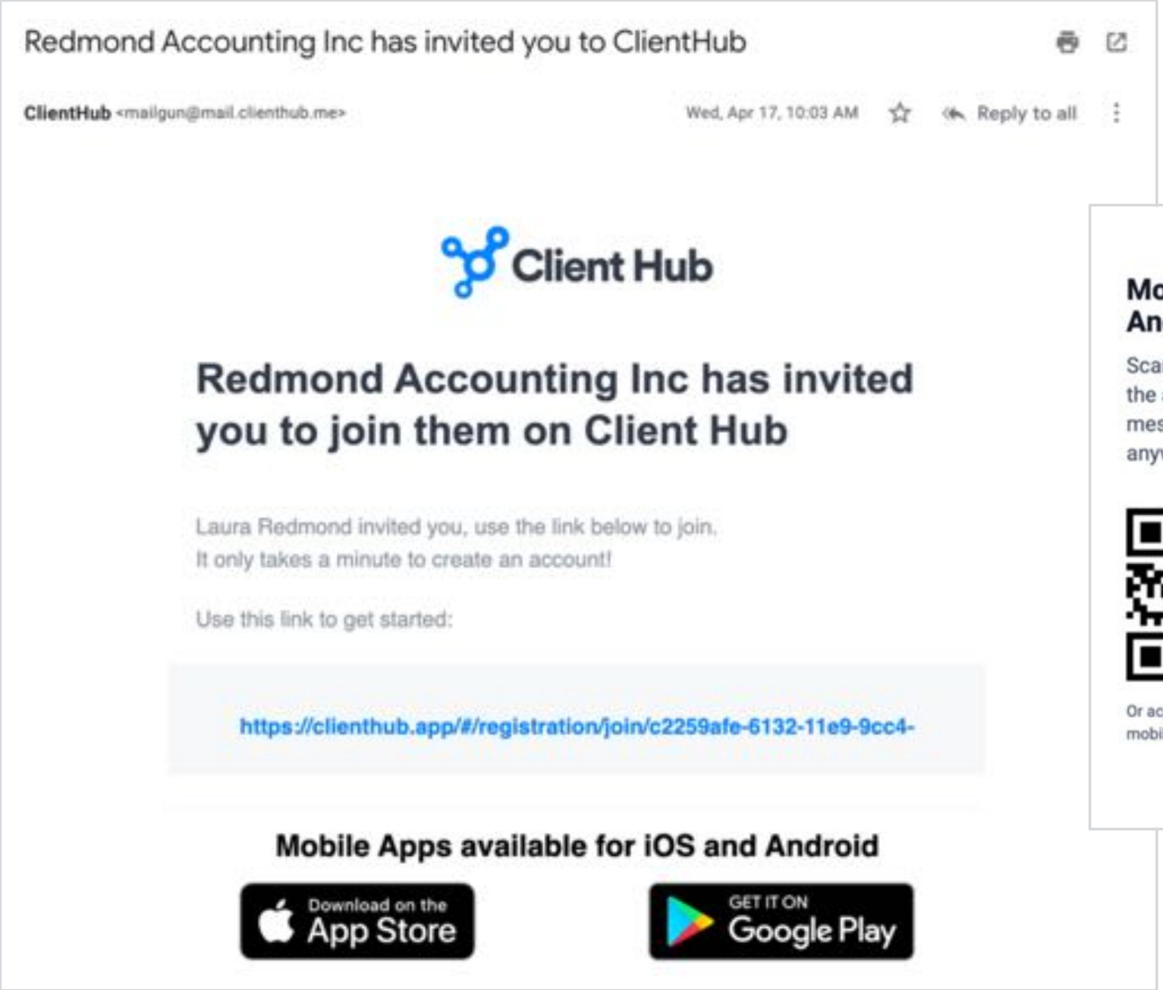
	Name	Description	Resources
☐	Confirm zap - Notify team about new client	Tell everyone at the firm about our new client!	
☐	Confirm zap - Create client folder in GDrive; invite Sharon & Laura	copy template with sub-accounts -->	↑
☐	Confirm zap - File engagement letter PDF from Practice Ignition in GDrive > CS	get from Practice Ignition -->	↑
☐	Confirm zap - GSheets > Create new "Client Onboarding Status Tracker"	copy template	↑
☐	GSheets > Update "Client Onboarding Status Tracker" for this Phase #1 to "In Progress"	GSheets > File > Publish "Client Onboarding Status Tracker" - grab link to published page	
☐	Setup/Add Client Hub		↑
☐	ClientHub: Load "TrackedItems" from template, edit for particular client	as applicable for this client, if client doesn't have payroll, take off payroll requests or do not add them	
☐	ClientHub: Add Link Apps	QBO, Bill.com, Expensify, Gusto, Aero, LivePlan, Method, Client's bank	
☐	ClientHub: Add Link Resources	Client Onboarding Status Tracker (published link), Calendly "Schedule Meeting with us", Zoom "Join Meeting", Employer's "New Employee" form link	
☐	ClientHub: Add Link Resource - training video	Decide which videos to use based on contract	
☐	Send Welcome email to client to schedule "Kickoff" meeting with client, sales team, and onboarding team		
☐	ClientHub: Invite client	ClientHub > Clients > Company Name > green Invite Client Users button	
☐	Update "Client Onboarding Status Tracker" for this Phase to "Done"		
☐	Schedule Aero for OB Phase #2 - Kickoff Meeting with Client (make sure this is done automatically when client sets appt)		↑

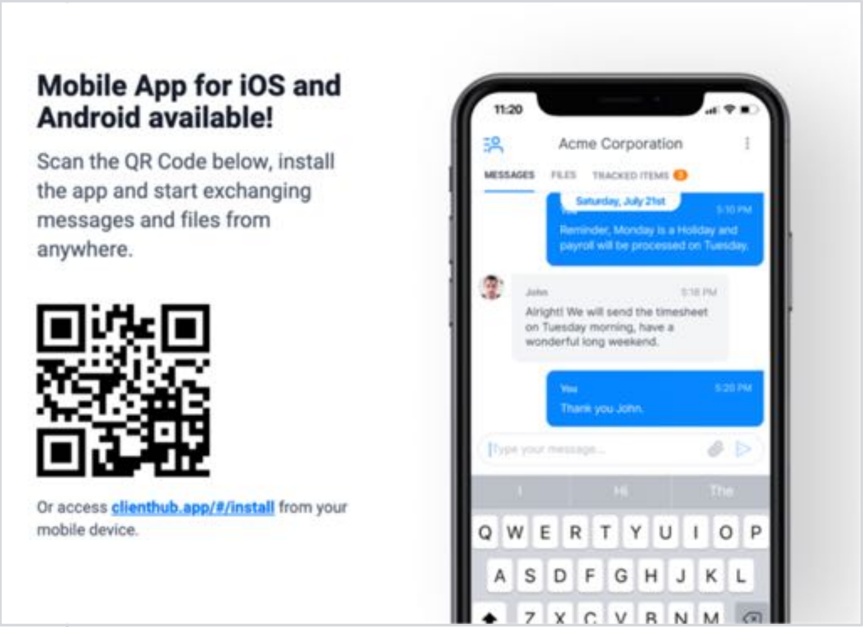
System > Onboarding > Phase #1 > status tracker

Client Onboarding Status

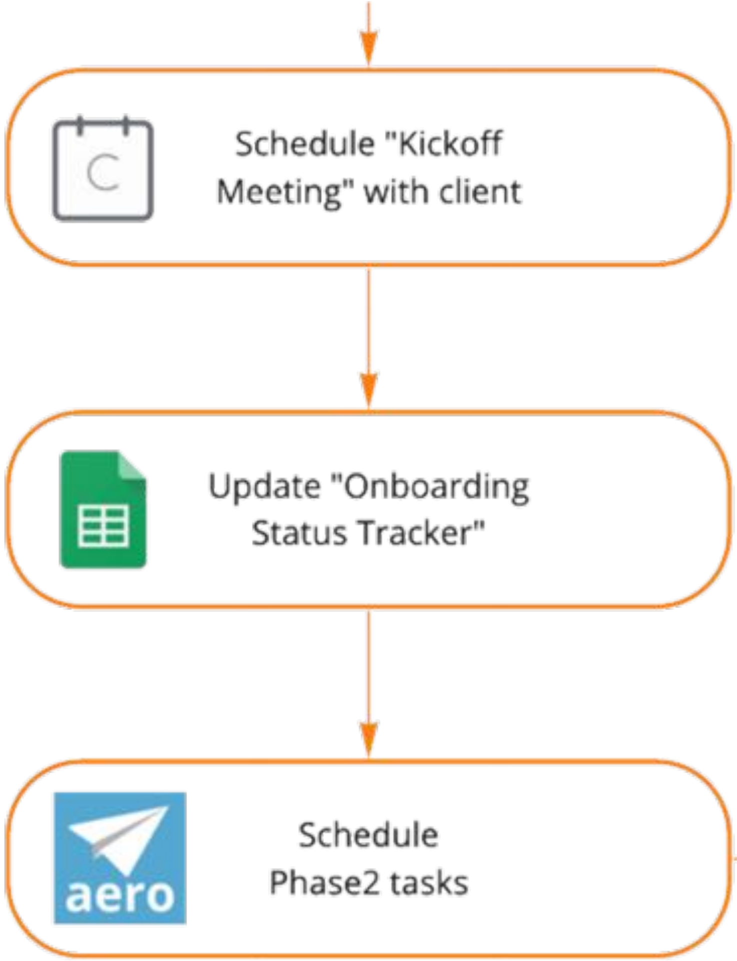
TASK	STATUS	START DATE	DUE DATE	% COMPLETE	NOTES
Welcome Client	In Progress	4/4/2019	4/9/2019	0%	
Kickoff Meeting	Not Started	4/9/2019	4/10/2019	0%	
Gather Info	Not Started	4/10/2019	5/1/2019	0%	
Setup Accounting Structure	Not Started	5/1/2019	5/6/2019	0%	
Transition Meeting	Not Started	5/6/2019	5/7/2019	0%	

System > Onboarding > Phase #1 > invite client





System > Onboarding > Phase #1 > prep next phase



- [ ] Send Welcome email to client to schedule "Kickoff" meeting with client, sales team, and onboarding team
- [ ] Update "Client Onboarding Status Tracker" for this Phase to "Done"
- [ ] Schedule Aero for OB Phase #2 - Kickoff Meeting with Client (make sure this is done automatically when client sets appt)

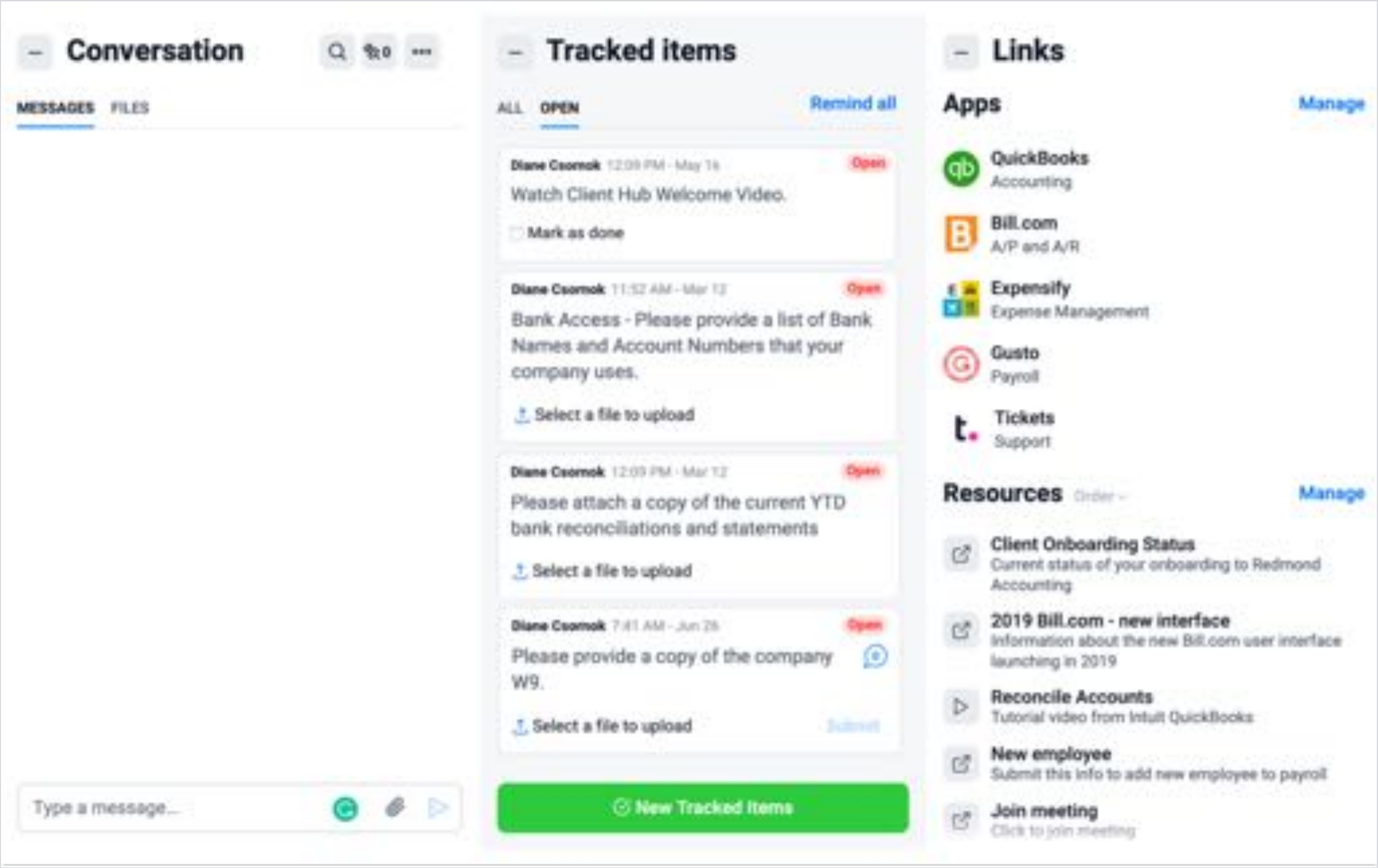
System > Onboarding > Phase #2 Kickoff Meeting

aero Work Manage Setup Quick Links Library Admin Hello laura! Log off

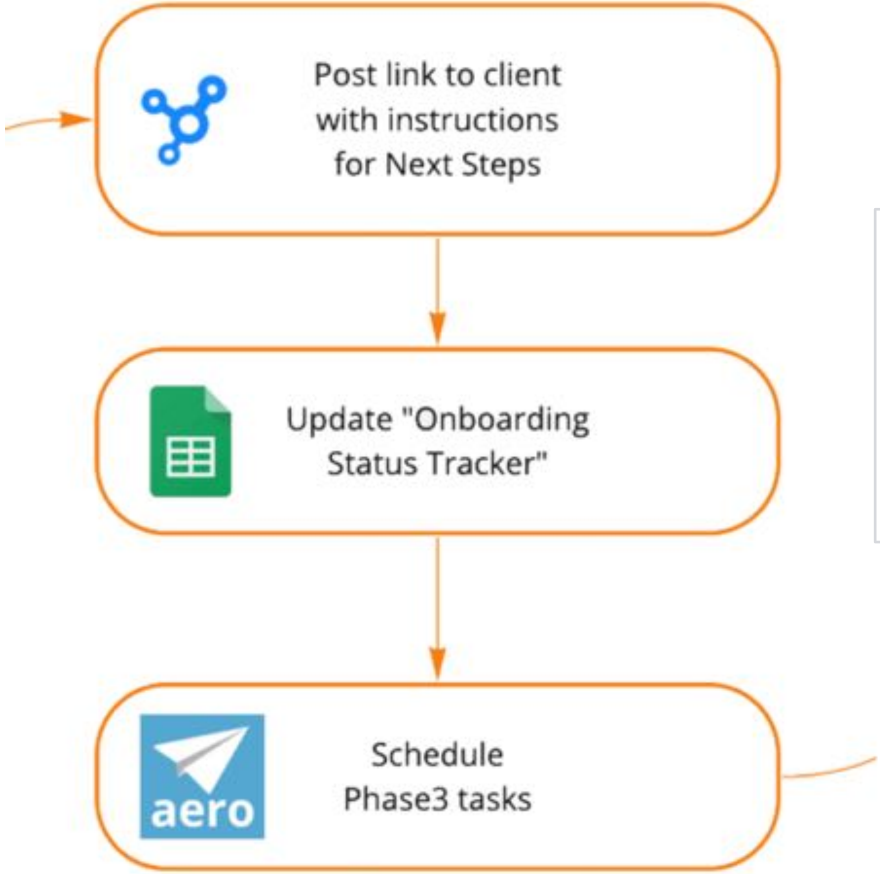
Client Onboarding Phase #2: Kickoff Meeting

	Name	Description	Resources
☐	Update "Client Onboarding Status Tracker" for this Phase to "In Progress"		
☐	Prepare for meeting - workspace	Ensure your workspace is clean and ensure your webcam is working and your appearance is camera-ready – impressions matter!	
☐	Start web-meeting with client	meeting is kicked off by the Sales rep who has the active relationship with new client	
☐	Welcome clients	Thank the client again for their business and let them know you and your team are excited to be working with them. Don't just dive right into the administrative tasks	
☐	Introduce your team, especially the lead onboarding point of contact	Share info regarding team members	
☐	Ask client to share their screen and log in to Client Hub and review the 4 panes together - conversations, tracked items, apps, links.		
☐	Outline remaining phases of the onboarding process in order for service to begin	1. Tracked Items (Gather Info) 2. Setup accounting structure 3. Transition meeting.	
☐	Wrap up meeting and say goodbye		
☐	Discuss any chaos with onboarding team. Is new proposal needed? Create any special aeros, if needed		
☐	End meeting		
☐	Send summary to client		
☐	Update "Client Onboarding Status Tracker" for this Phase to "Done"		
☐	Schedule Aero for OB Phase #3 - Gather Info		

System > Onboarding > Phase #2 > client hub training



System > Onboarding > Phase #2 > prep next phase



- [ ] Send summary to client
- [ ] Update "Client Onboarding Status Tracker" for this Phase to "Done"
- [ ] Schedule Aero for OB Phase #3 - Gather Info

System > Onboarding > Phase #3 Gather Info

Client Onboarding Phase #3: Gather info

	Name	Description	Resources
	Update "Client Onboarding Status Tracker" for this Phase to "In Progress"		
	Check off items below, as received in Client Hub , (keep checking on this and deferring this aero daily until complete)	which includes a link to the Business Questionnaire to collect more details that were not collected during the sales process, such as phone number, Legal Business Name, DBA Name, website, address, FEIN / Tax ID #, federal tax entity classification: Sole Proprietor, Partnership, LLC (single, partner, multi), S-Corp, C-Corp, NonProfit, Limited Liability Partnership, NAICS code for industry, financial report timeframes (tax reporting, etc), business terminology in their accounting, KPI's important to their business	
	Update "Client Onboarding Status Tracker" for this Phase to "Done"		
	Schedule Aero for OB Phase #4 - Setup		

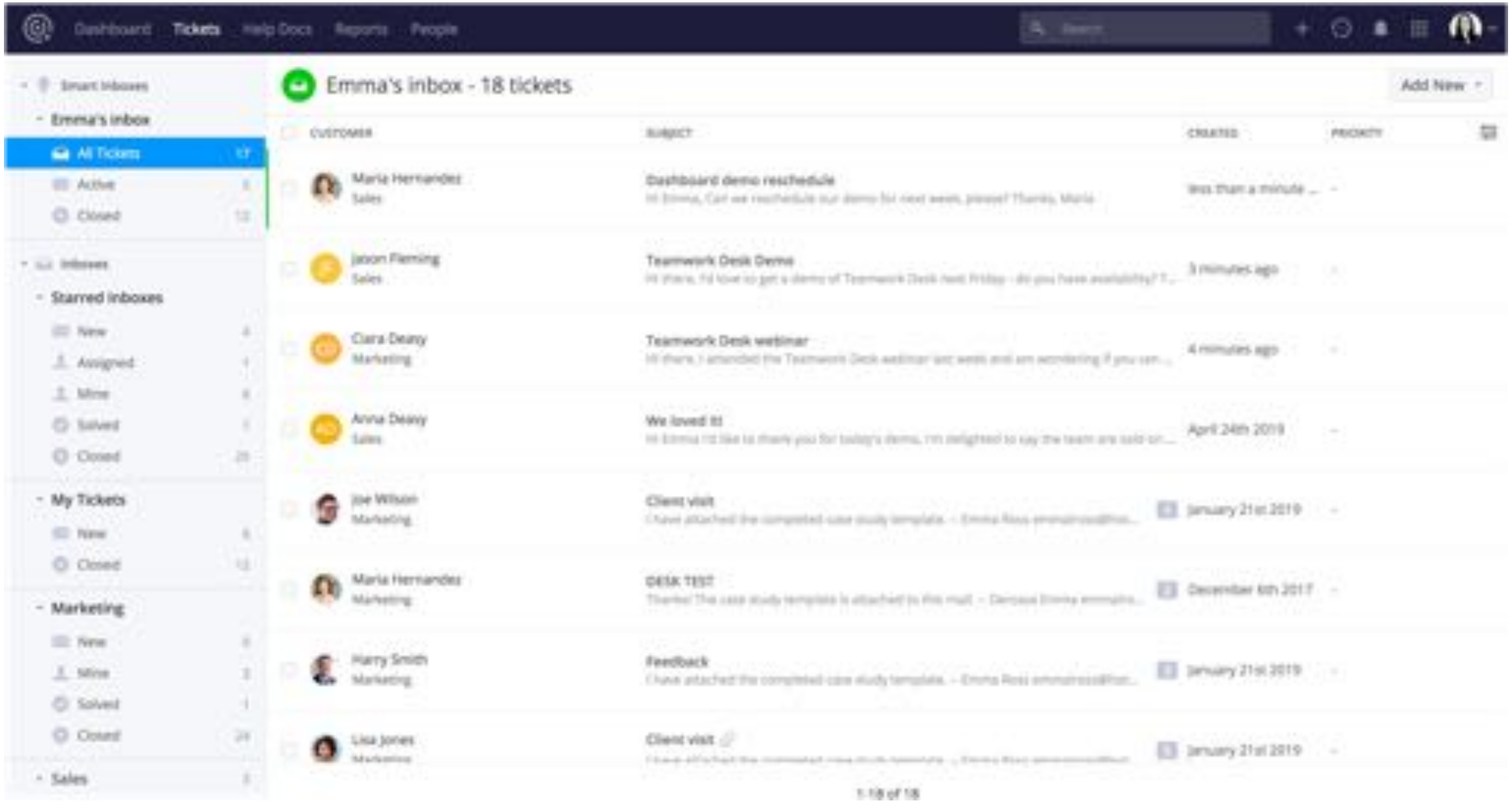
System > Onboarding > Phase #4 Setup Structure

aero Work Manage Setup Quick Links Library Admin Hello laura! Log off

Client Onboarding Phase #4: Setup structure

Name	Description	Resources
Update "Client Onboarding Status Tracker" for this Phase to "In Progress"		
Setup client email alias client@firmname.com		
Setup Teamwork inbox & Teamwork client portal		
Create zap to add an aero when tickets assigned for this new client	Clone from another client	
Send email from Teamwork	Give client the new client-alias email address and tell them to use that for any emails. Explain again how to access the link in ClientHub > Apps section for tickets and log in. Show them the Welcome email is there. Explain that any other emails from them or anyone with their company domain name can be found & tracked here	
Create aero to set up each app identified for this client		
Create aero to Setup QBO		
Create aero to Setup BDC		
Create aero to Setup Expensify		
Create aero to Setup Gusto		
Update CS > "Insights" doc with any insights from Setup	to improve future onboarding efforts	
Schedule master aeros for recurring services		
Review all data & systems for integrity		
Hold team meeting	Schedule team meeting with the bookkeeping/accounting team and onboarding lead to discuss the scope of the project, timelines and expectations, scheduling. Get this nailed down before the kickoff meeting with the client	
Create Agenda for Client Transition meeting	The agenda should include training plan on Teamwork & Apps, plus any outstanding information/items still needed from the client	
Schedule Phase #5 Transition Meeting with client, Onboarding rep and service team. Send agenda to client with this email.		
Update "Client Onboarding Status Tracker" for this Phase to "Done"		
Schedule Aero for OB Phase #5 - Transition Meeting		

System > Onboarding > Phase #4 > setup email



System > Onboarding > Phase #4 > setup apps

QBO: Setup - create client company for new business

	Name	Description	Resources
	Add Client	Log in to QBOA. Left Navigation Bar > Your Practice > Clients. Click Add Client button on top right hand corner of screen	
	Contact information	Enter contact information for new business. Click Next button	
	Subscription	Specif	
	Team	Select	
	Access new company	Your n Bookk	
	Setup Wizard	The se screen step"	
	Company Settings	Naviga inform person	
	Chart of Accounts	Setup Accou Otherw	

QBO: Setup - create client company

Last Modified 2/1/2018

Author: Victoria Cameron

- Create New QBO Company
  - Start from your client list and select Add client in upper right ha

  - Enter Client Contact info
  - Select QuickBooks Products
  - Add Team Members from your firm that will need to access the
- Then access the client company from your client list by clicking the Q

Expensify: Configure Policy Connections

Last Modified 9/18/2015

Author: Laura Redmond

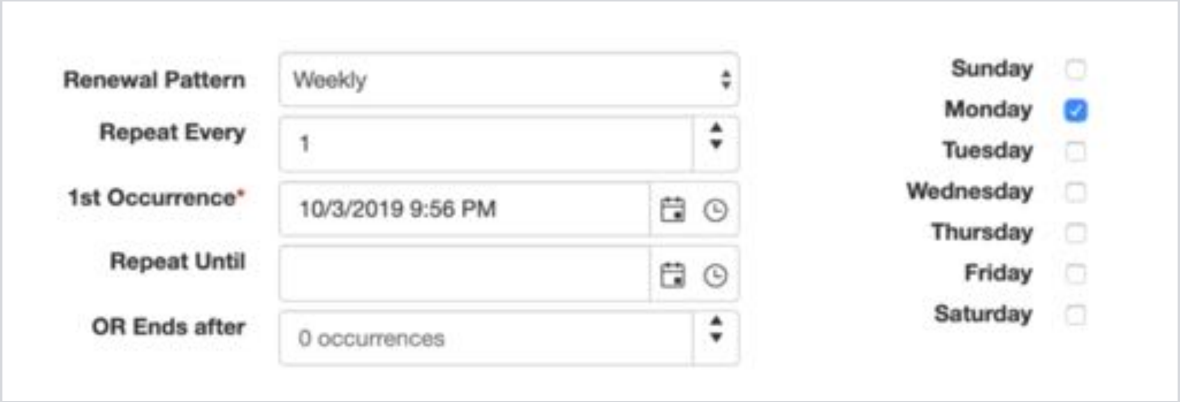
In the Direct Connections section, click QuickBooks and select **Connect to QuickBooks Online**.

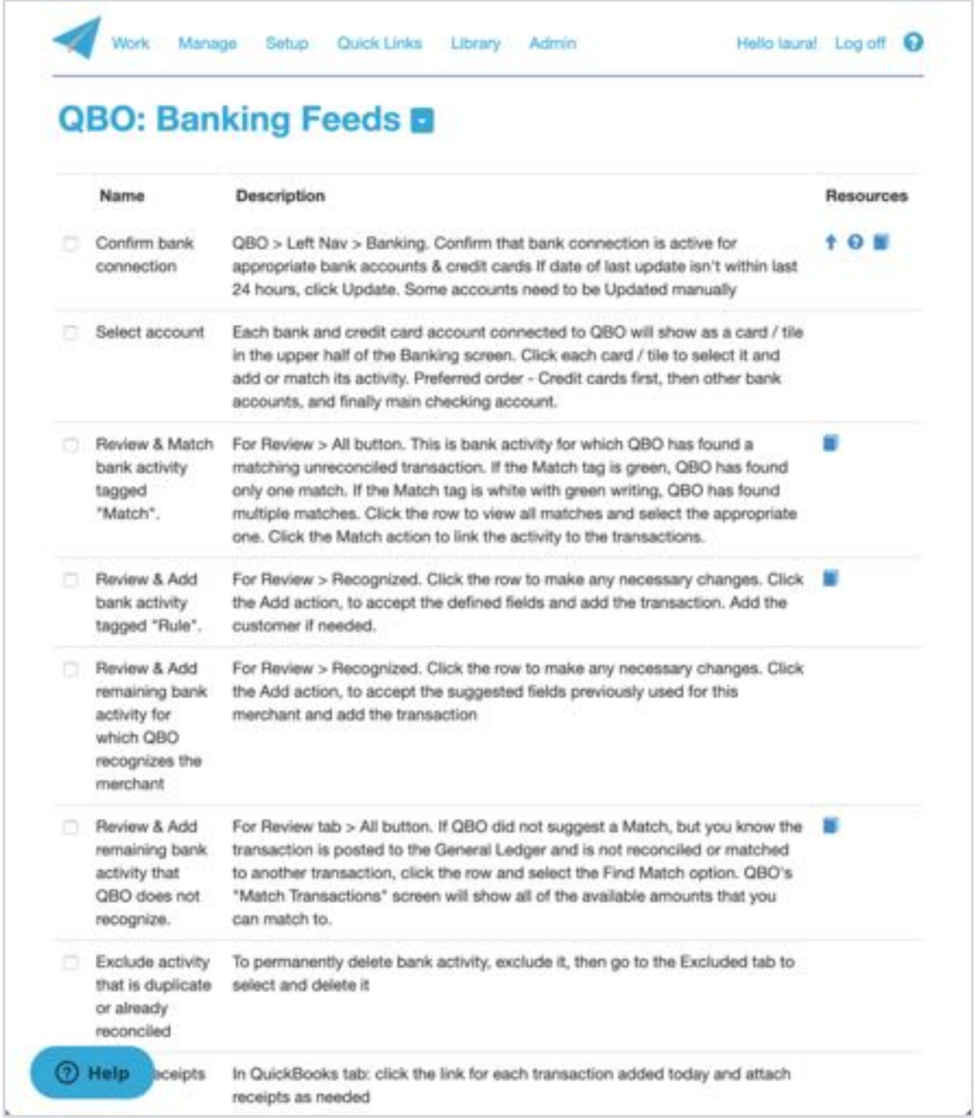
- If this is your first policy created for a given QBO company, click Connect to QuickBooks. Follow instructions ...t you want to link to ...ser (Master Admin, ...ded by Expensify. ...ing Connection and

BDC: Setup - create client account

	Name	Description	Resources
	Create new BDC account	Log in to BDC accountant console > click Manage Console button > click Add Client Company button. Complete relevant information and Save to create new BDC subscription.	
	Access	Return to Client List and click to access new BDC account	
	Initial QBO sync	The first time you enter a new BDC client, if you had designated the Accounting Software as QBO, you will be prompted to sync with QuickBooks Online. Click the button to connect to QuickBooks.	
	Sync preferences	Gear > Settings > Sync Preferences: Review defaults and be sure to update any left blank or incorrect.	
	Startup checklist	Navigate to Gear > Startup Checklist to configure appropriate settings	
	Configure Inbox	Gear icon > Startup Checklist > Inbox: Specify custom inbox email address and fax number	
	Payables bank account	Gear icon > Startup Checklist > Bank account: Link bank account. Verify personal information to confirm you are who you say you are. Then enter your client's bank account information. Then follow instructions to verify account (fastest method is via online access).	
	Payables approval	Gear icon > Startup Checklist > Approval: Configure bill approval workflow	

System > Onboarding > Phase #4 > schedule recurring service

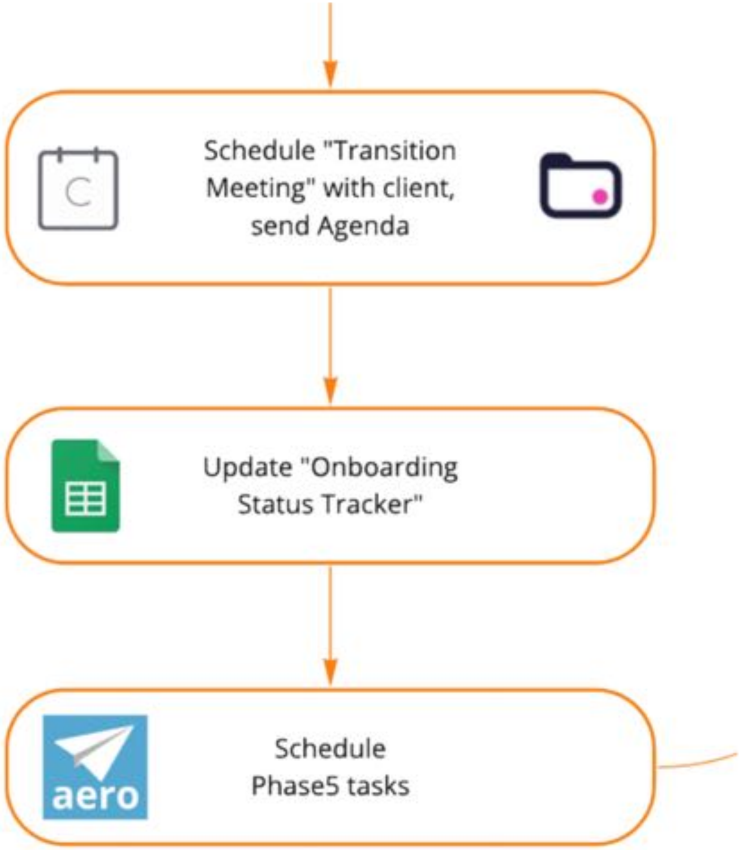




QBO: Banking Feeds

Name	Description	Resources
Confirm bank connection	QBO > Left Nav > Banking. Confirm that bank connection is active for appropriate bank accounts & credit cards If date of last update isn't within last 24 hours, click Update. Some accounts need to be Updated manually	
Select account	Each bank and credit card account connected to QBO will show as a card / tile in the upper half of the Banking screen. Click each card / tile to select it and add or match its activity. Preferred order - Credit cards first, then other bank accounts, and finally main checking account.	
Review & Match bank activity tagged "Match".	For Review > All button. This is bank activity for which QBO has found a matching unreconciled transaction. If the Match tag is green, QBO has found only one match. If the Match tag is white with green writing, QBO has found multiple matches. Click the row to view all matches and select the appropriate one. Click the Match action to link the activity to the transactions.	
Review & Add bank activity tagged "Rule".	For Review > Recognized. Click the row to make any necessary changes. Click the Add action, to accept the defined fields and add the transaction. Add the customer if needed.	
Review & Add remaining bank activity for which QBO recognizes the merchant	For Review > Recognized. Click the row to make any necessary changes. Click the Add action, to accept the suggested fields previously used for this merchant and add the transaction	
Review & Add remaining bank activity that QBO does not recognize.	For Review tab > All button. If QBO did not suggest a Match, but you know the transaction is posted to the General Ledger and is not reconciled or matched to another transaction, click the row and select the Find Match option. QBO's "Match Transactions" screen will show all of the available amounts that you can match to.	
Exclude activity that is duplicate or already reconciled	To permanently delete bank activity, exclude it, then go to the Excluded tab to select and delete it	
...eceipts	In QuickBooks tab: click the link for each transaction added today and attach receipts as needed	

System > Onboarding > Phase #4 > prep next phase



- [ ] Schedule Phase #5 Transition Meeting with client, Onboarding rep and service team. Send agenda to client with this email.
- [ ] Update "Client Onboarding Status Tracker" for this Phase to "Done"
- [ ] Schedule Aero for OB Phase #5 - Transition Meeting

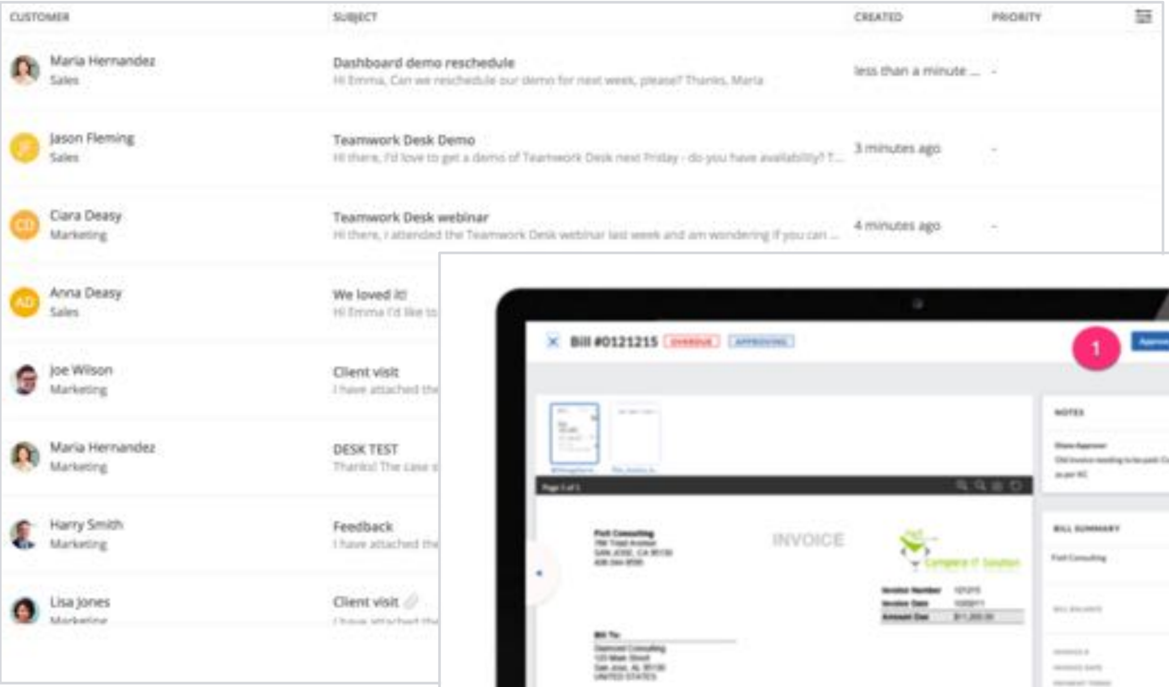
System > Onboarding > Phase #5 Transition Meeting

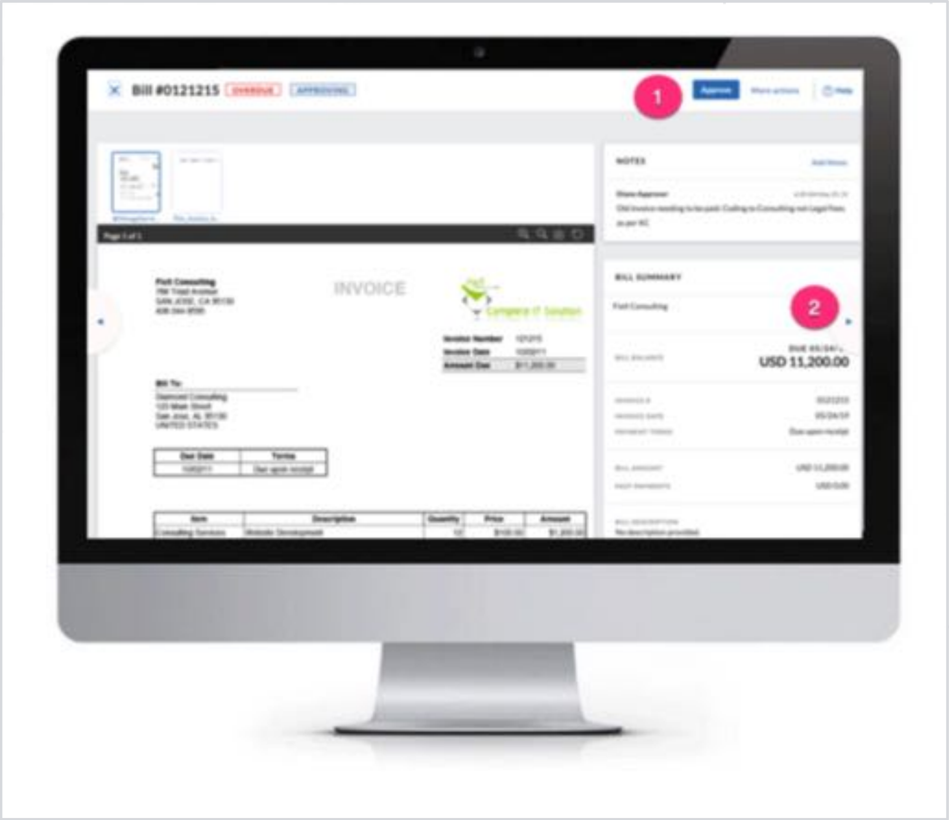
aero Work Manage Setup Quick Links Library Admin Hello laura! Log off

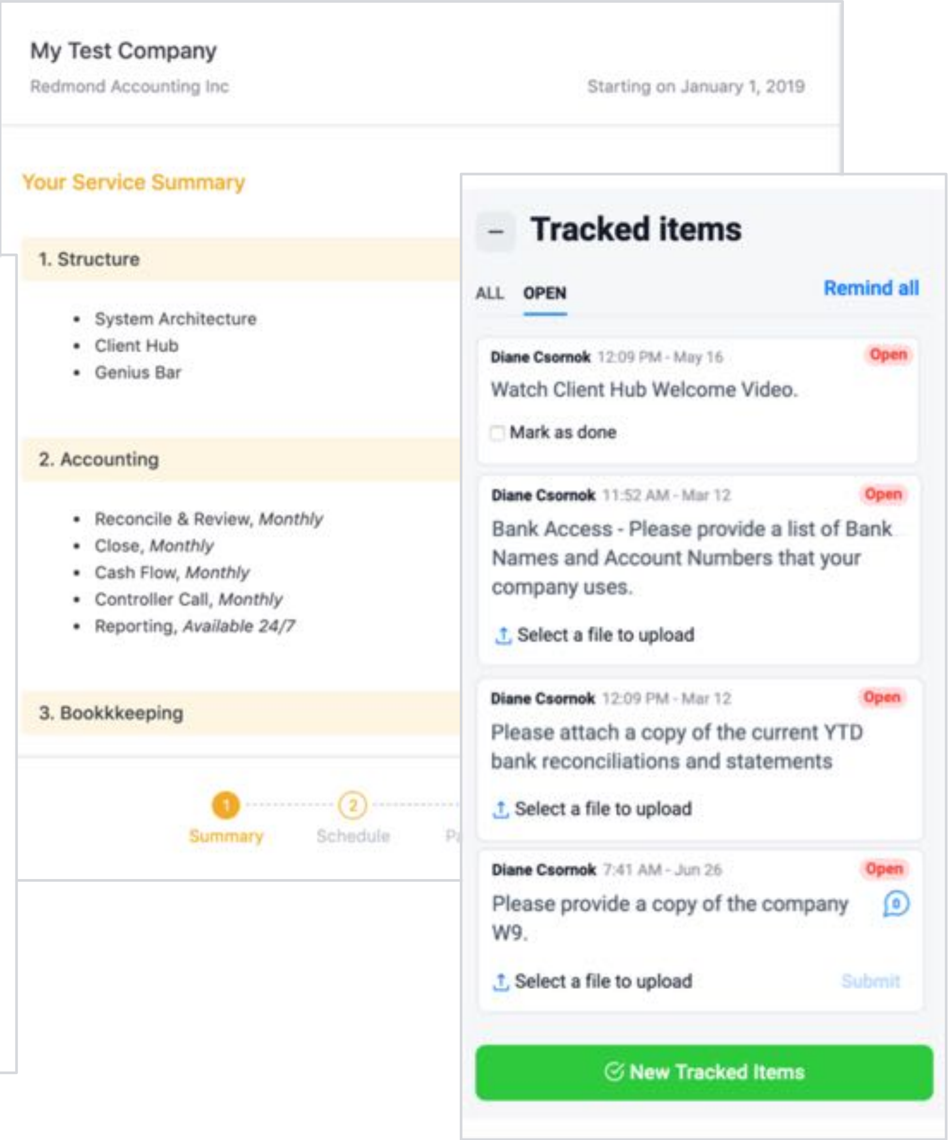
Client Onboarding Phase #5: Training & Transition

	Name	Description	Resources
	Update "Client Onboarding Status Tracker" for this Phase to "In Progress"		
	Prepare for meeting - review agenda & prep workspace	Ensure your workspace is clean whether meeting in person or virtually. If meeting virtually, ensure your webcam is working and your appearance is camera-ready – first impressions matter!	
	Welcome client, introduce team on the meeting	Thank the client again for their business and let them know you and your team are excited to be working with them. Don't just dive right into the administrative tasks	
	Have client share screen	Share client screen so that they can drive	
	Train client on Teamwork	Explain again how to access the link in ClientHub > Apps section for tickets and log in. Show them the Welcome email is there. Explain that any other emails from them or anyone with their company domain name can be found & tracked here	
	Train client on accounting system	how their accounting system works from their perspective (how they do their part). Re-do the sales demo but with the client's specific info this time. Walk them through the suite of software tools they will be using...the frequency work will be done. Emphasize the benefits to the client of each app and maybe share with the client why your firm has chosen each particular app.	
	Review and reinforce agreement, per engagement letter / proposal	review frequency of service	
	Review Status of Tracked Items & Setup work		
	Discuss any cleanup or catchup work and client involvement		
	Keep a list of additional tasks or actions identified during meeting that need to be scheduled. Create aeros for each after meeting	Tip: Stay logged into Aero and create related Aeros for each outstanding item so that nothing slips through the cracks.	
	End meeting		
	Update "Client Onboarding Status Tracker" for this Phase to "Done"		
	Email a meeting summary to the client	Congratulate them on completing the Onboarding process. Summarize the meeting and give them a list of any outstanding items due from them	

System > Onboarding > Phase #5 > training







System > Onboarding > Phase #5 > status complete

Client Onboarding Status

TASK	STATUS	START DATE	DUE DATE	% COMPLETE	NOTES
Welcome Client	Completed	10/3/2019	10/8/2019	100%	
Kickoff Meeting	Completed	10/8/2019	10/9/2019	100%	
Gather Info	Completed	10/9/2019	10/30/2019	100%	
Setup Accounting Structure	Completed	10/30/2019	11/4/2019	100%	
Transition Meeting	Completed	11/4/2019	11/5/2019	100%	

System

How will you manage?

The firm is responsible for planning its success

Agenda

Vision

Process

System

Results

Average Actual Time For Master Aeros By Company

This Year To Date

1/1/2017 - 1/23/2017

Adams and Adams, LLC

Assigned To	Subject	Project	Estimated Time	Average Actual Time	Variance Amount
Robert	Payroll using IOP		0.50	0.11	**0.39**
			Total: 0.50	**Total: 0.11**	**Total: 0.39**

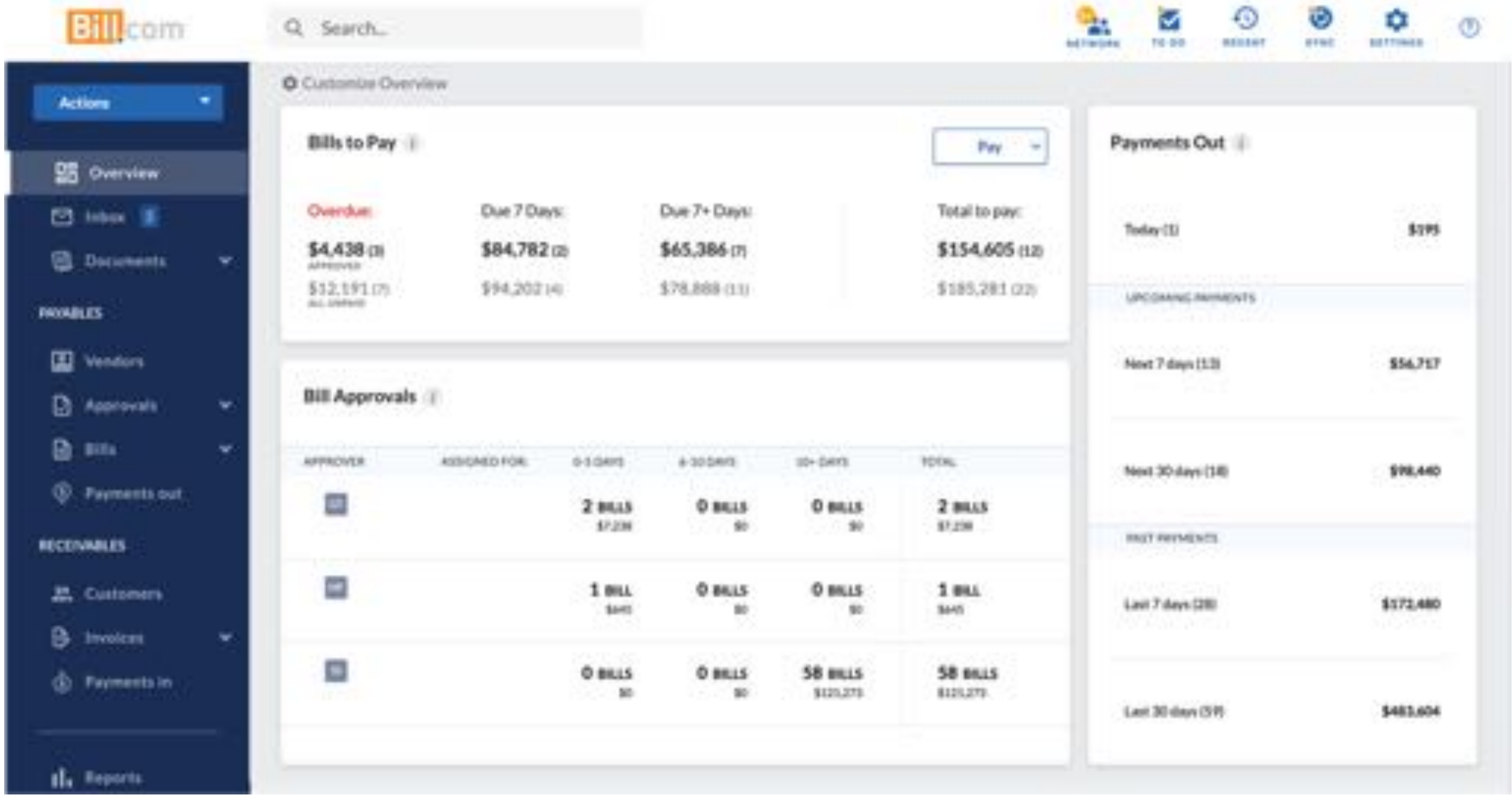
Cherry's Express

Assigned To	Subject	Project	Estimated Time	Average Actual Time	Variance Amount
Robert	Payroll using IOP	Monthly Booking	0.50	0.07	**0.43**
Robert	Payroll using IOP		0.50	0.04	**0.46**
Robert	Payroll using IOP		0.50	0.13	**0.37**
Robert	Payroll using IOP		0.50	0.11	**0.39**
Robert	Payroll using IOP		0.50	0.34	**0.16**
			Total: 2.50	**Total: 0.70**	**Total: 1.80**

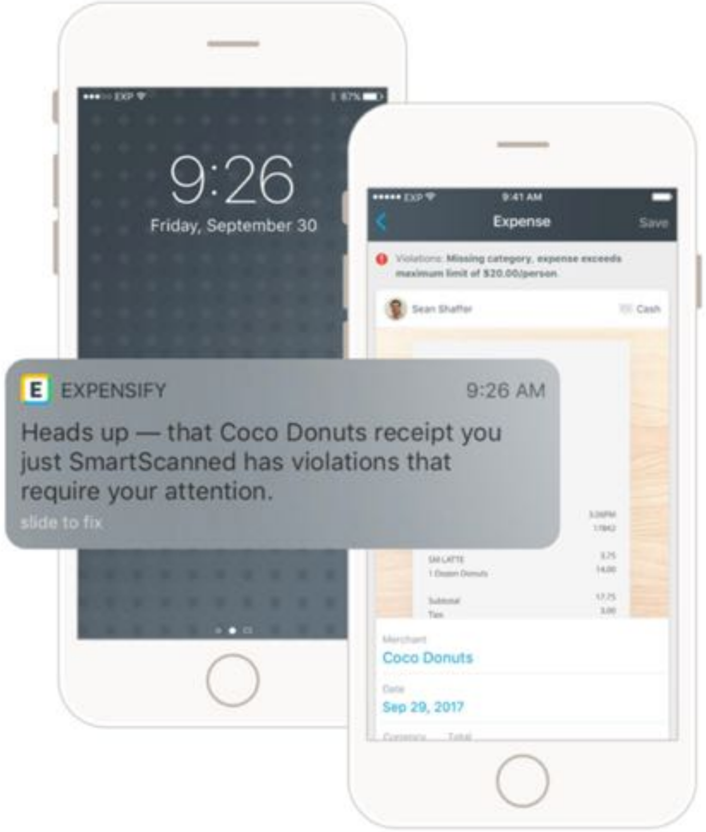
Cool New Firm

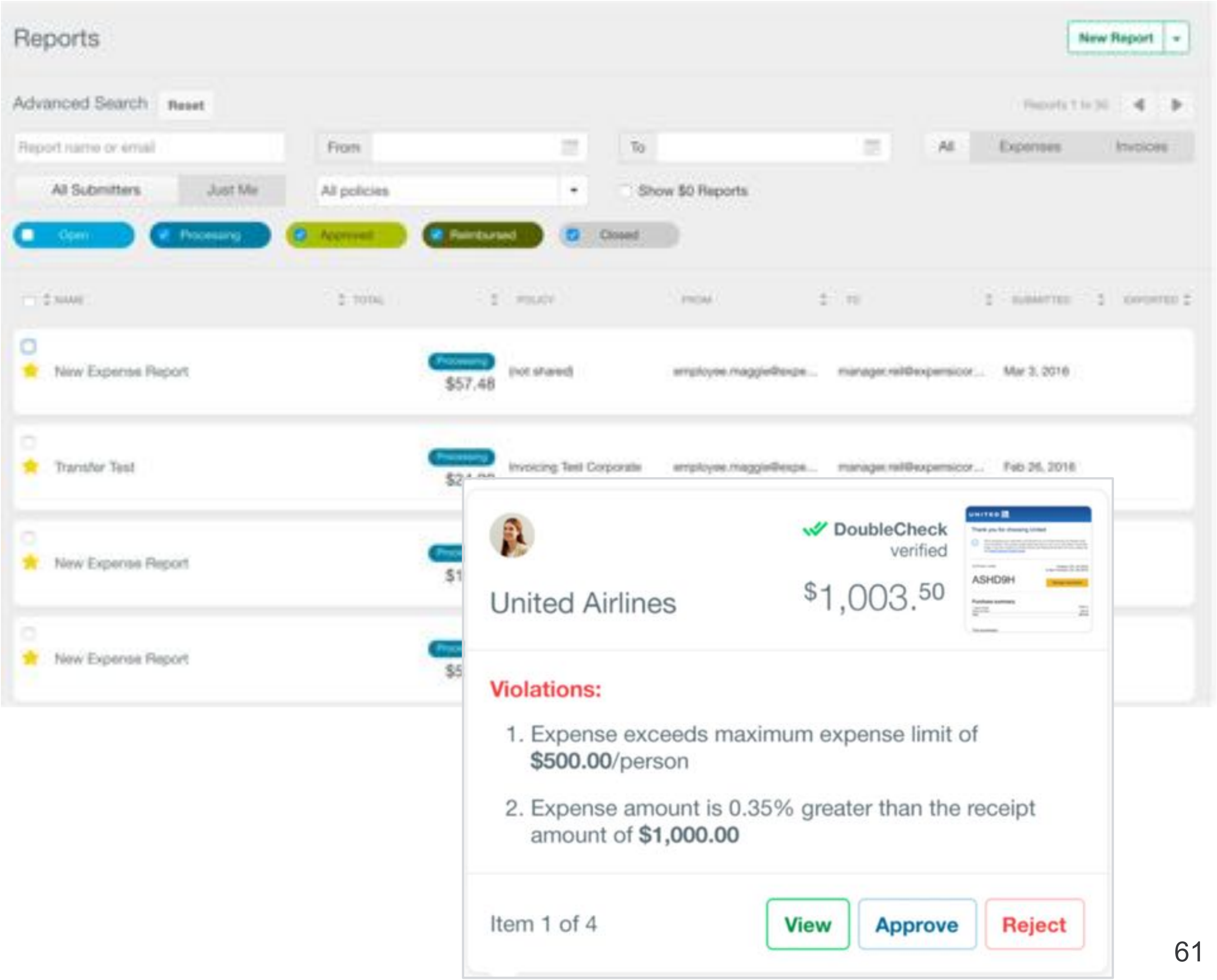
Assigned To	Subject	Project	Estimated Time	Average Actual Time	Variance Amount
Robert	Reconcile Bank Account - Fed Credit Union		0.25	0.08	**0.17**
			Total: 0.25	**Total: 0.08**	**Total: 0.17**

Results > Service > Controller > payables

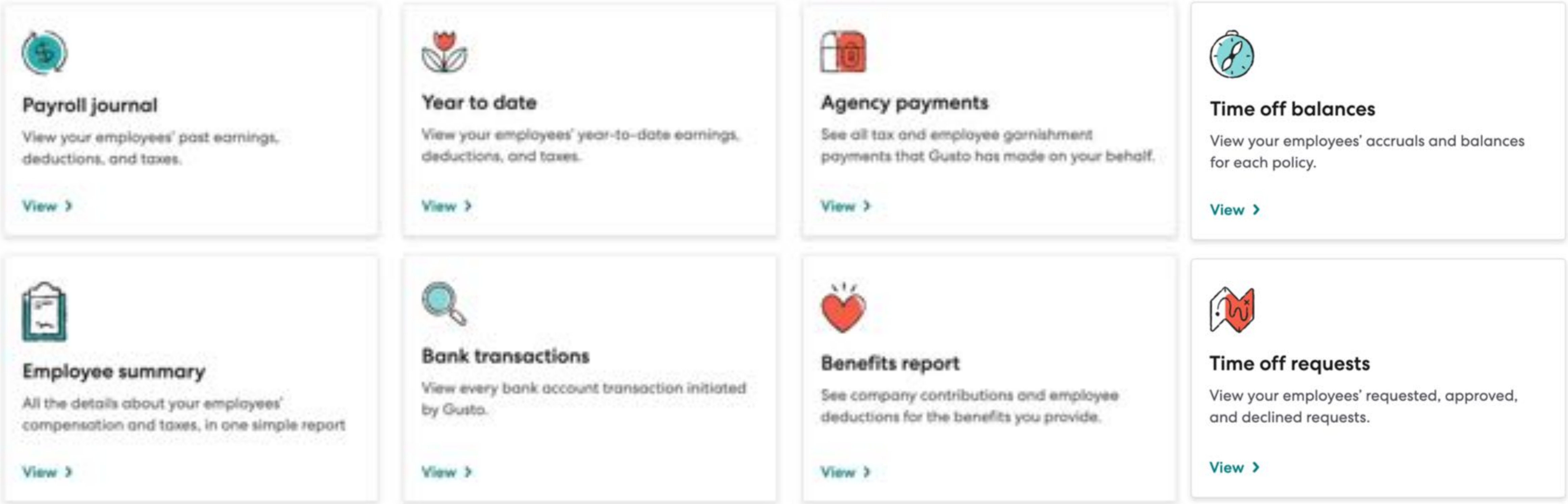


Results > Service > Controller > expense reports

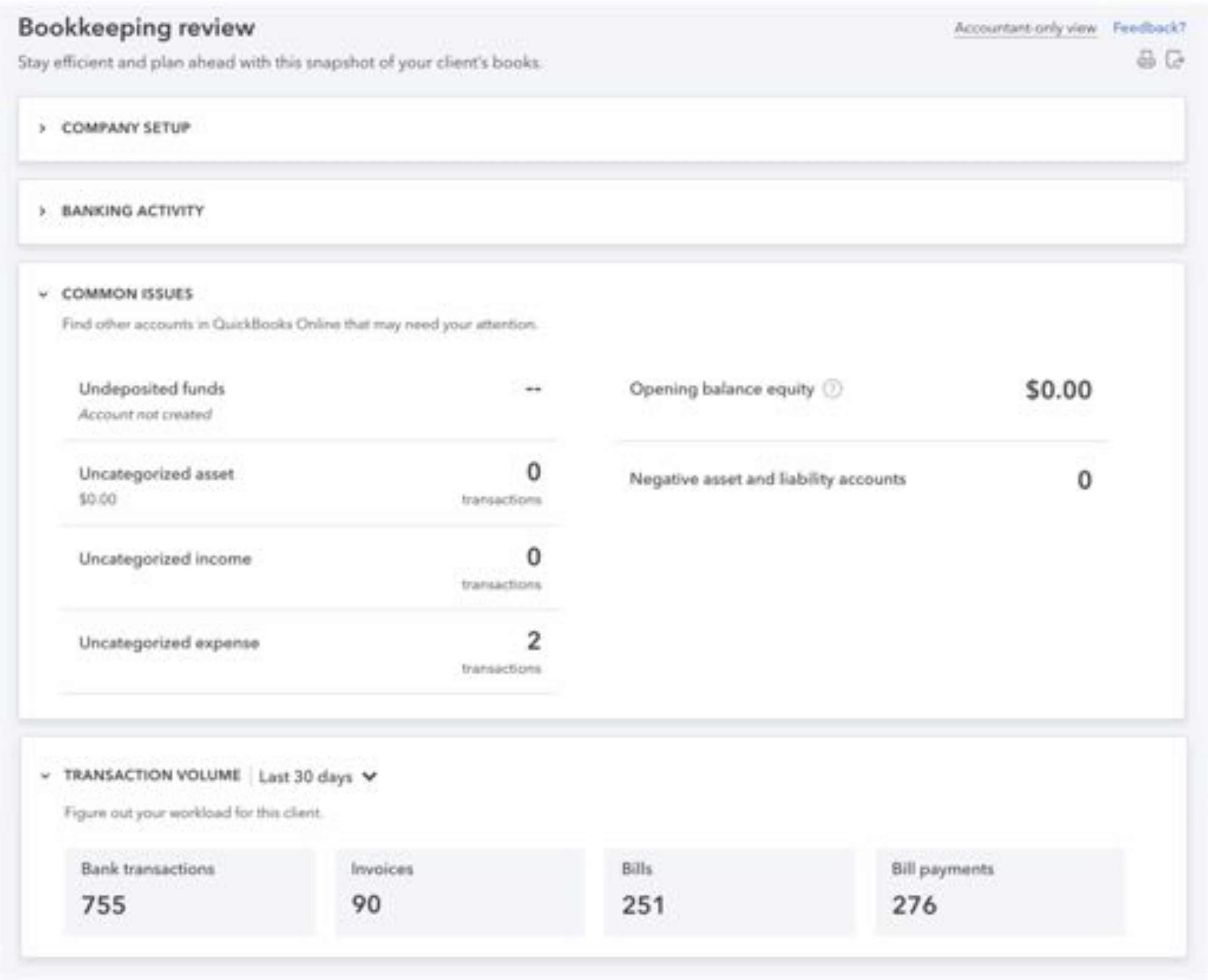




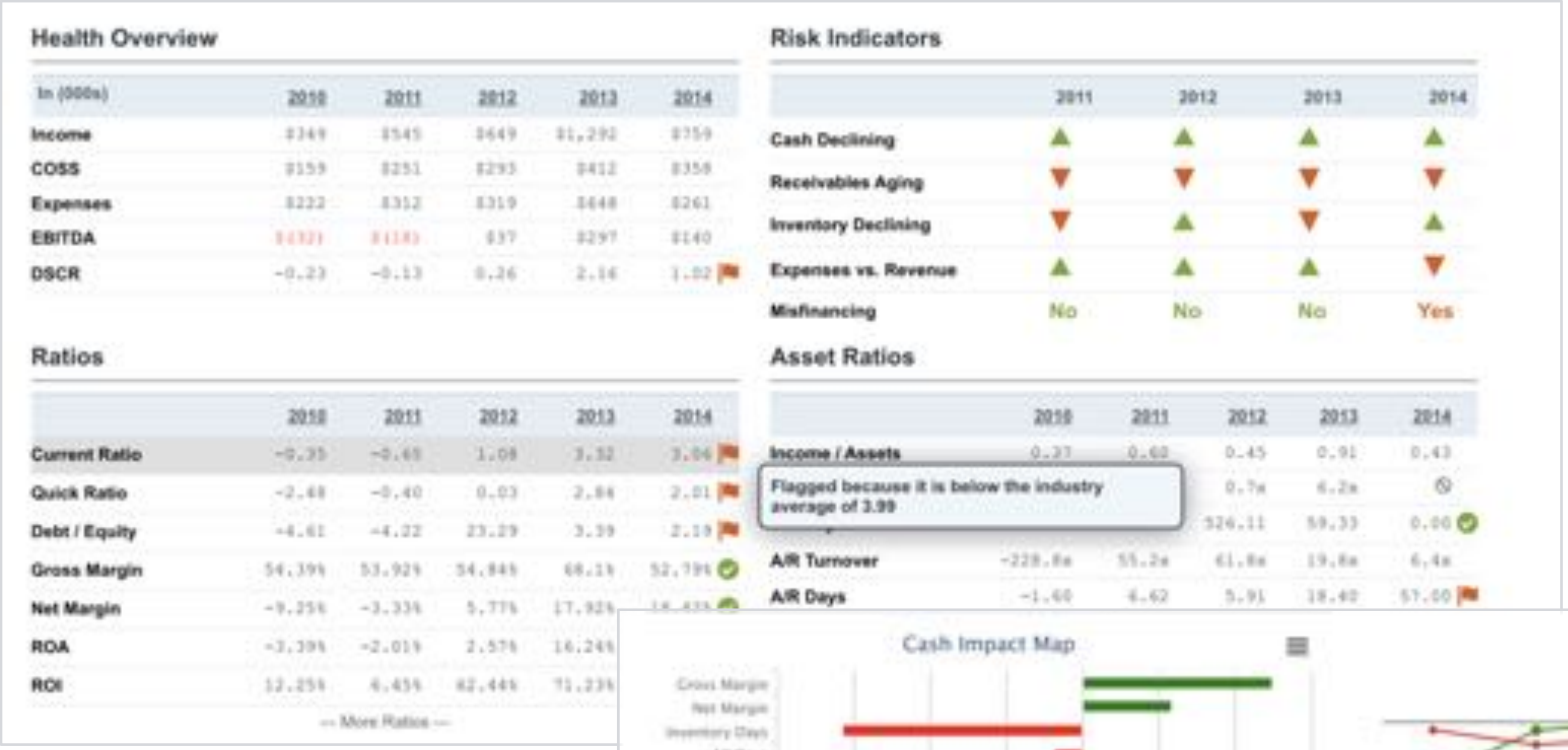
Results > Service > Controller > payroll



Results > Service > Controller > ledger



Results > Service > CFO > insight



CURRENT RATIO

Determined by dividing Current Assets by Current Liabilities

MEANING

If the ratio is 1.35, that means there is $1.35 in current assets to pay every $1.00 in current liabilities

WHY YOU CARE

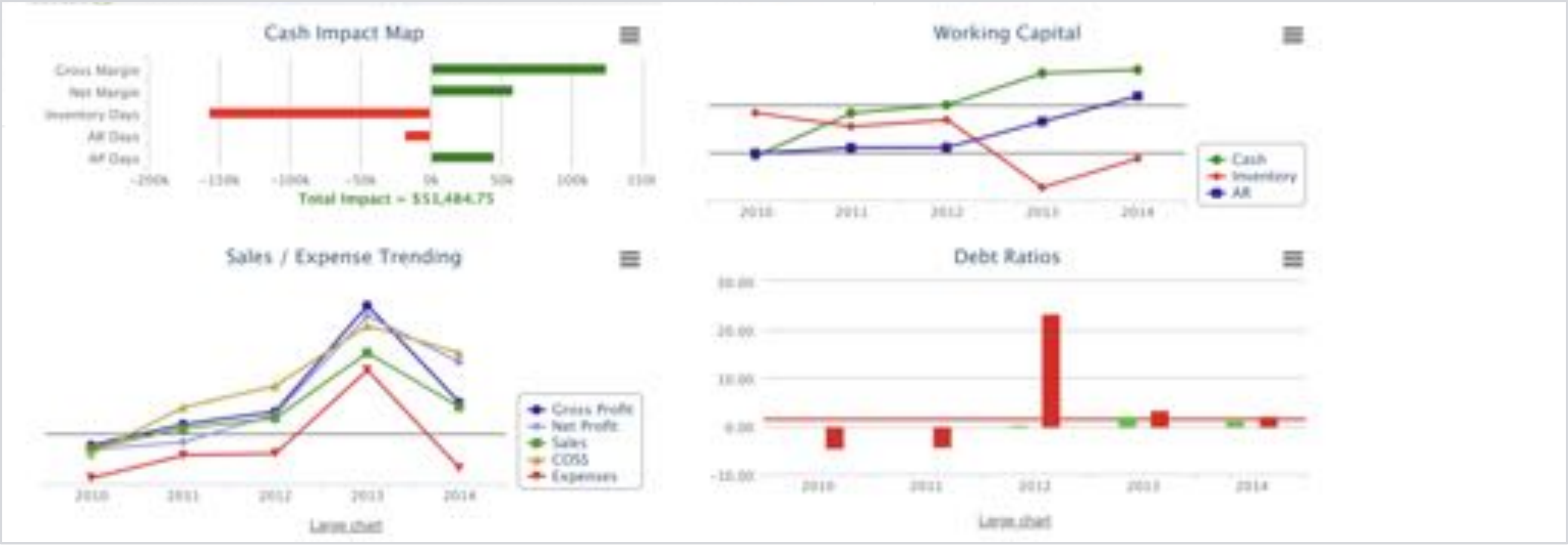
A low current ratio indicates low solvency for the business

POSSIBLE CAUSES OF A LOW CURRENT RATIO

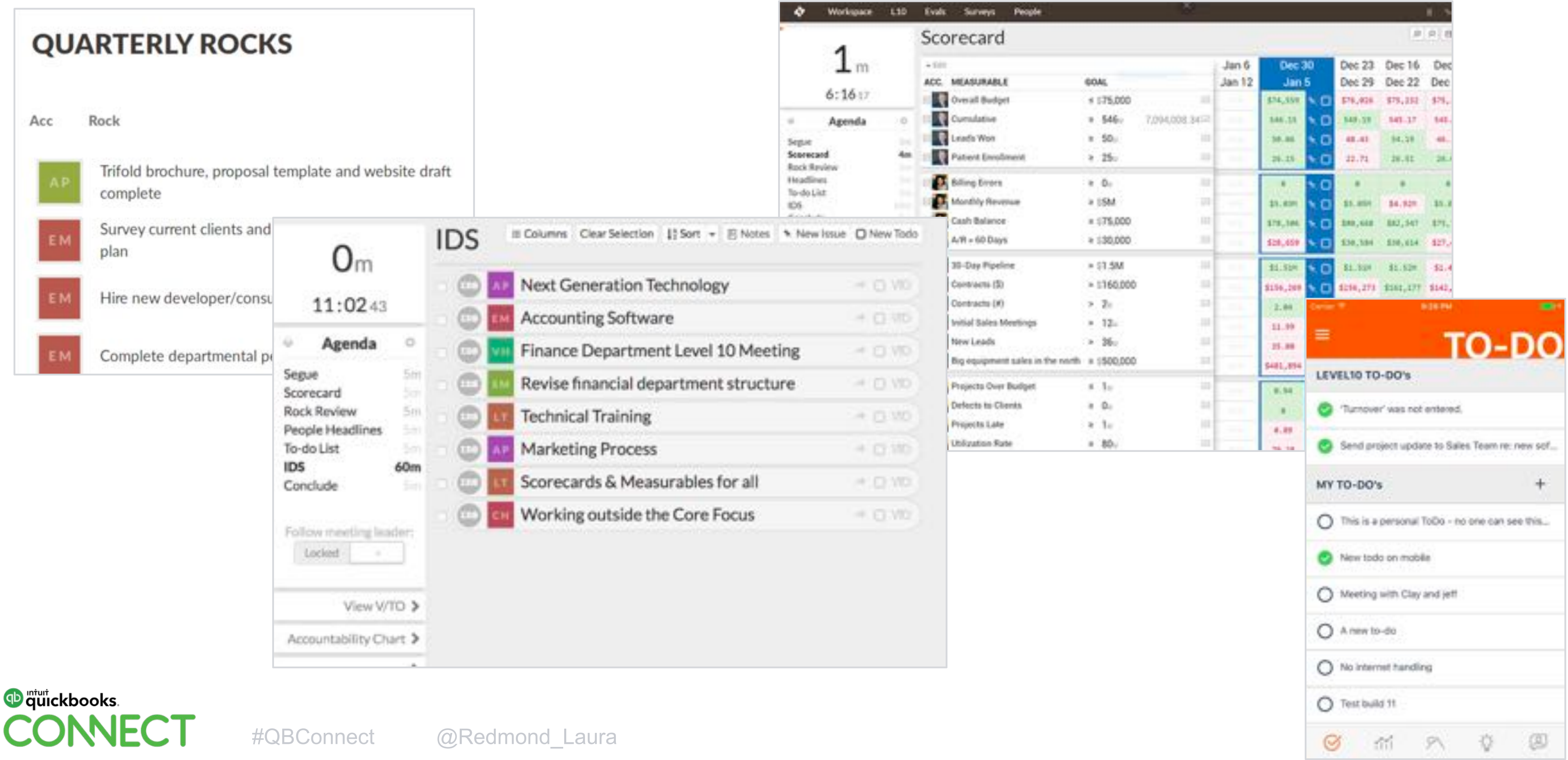
- **Current liabilities are too high**
- **Using short term funds (current liabilities) to fund long term assets**

POTENTIAL SOLUTIONS

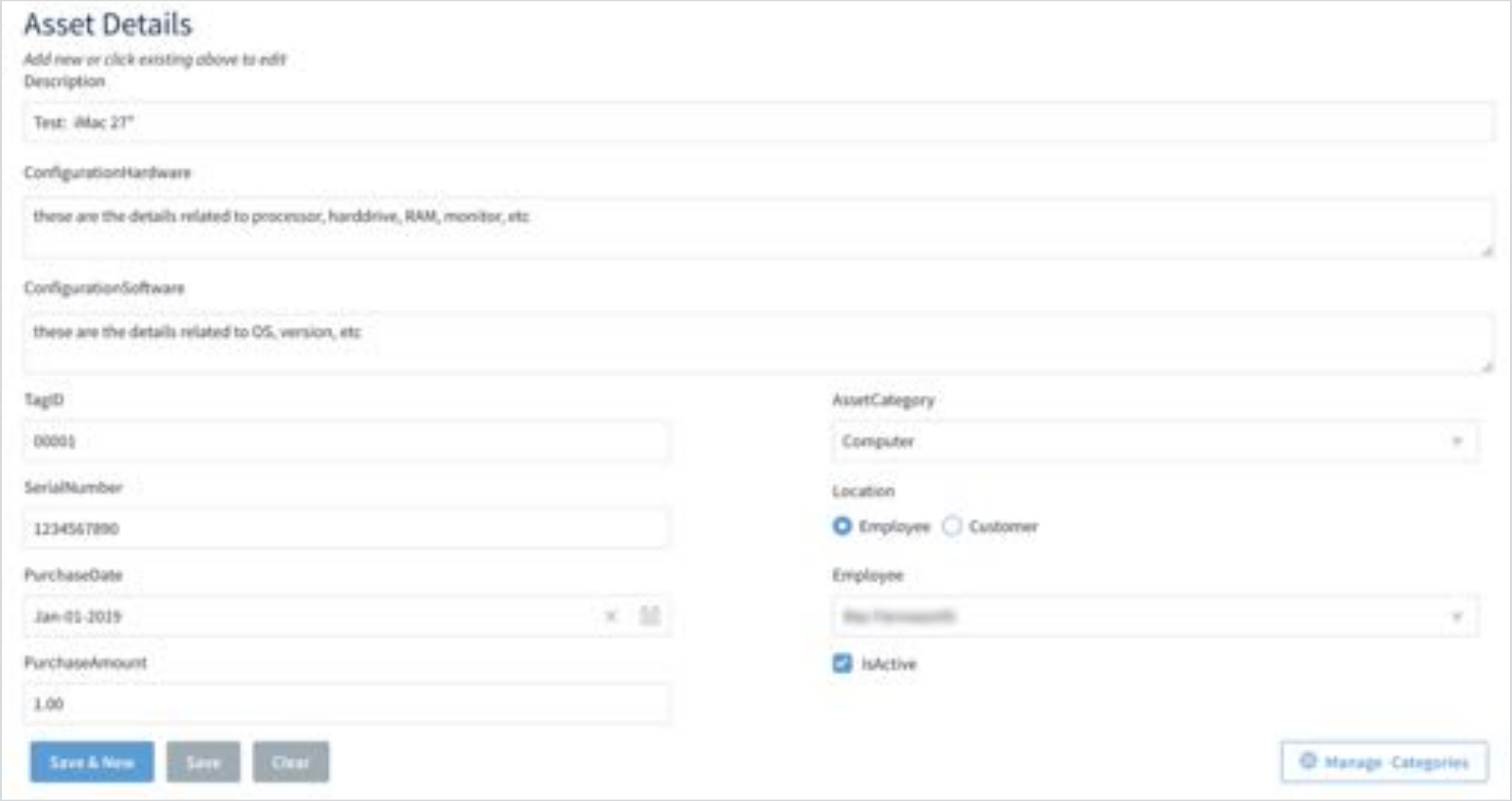
- **Move some short term liabilities to long term**
- **Sale/leaseback some of the fixed assets**



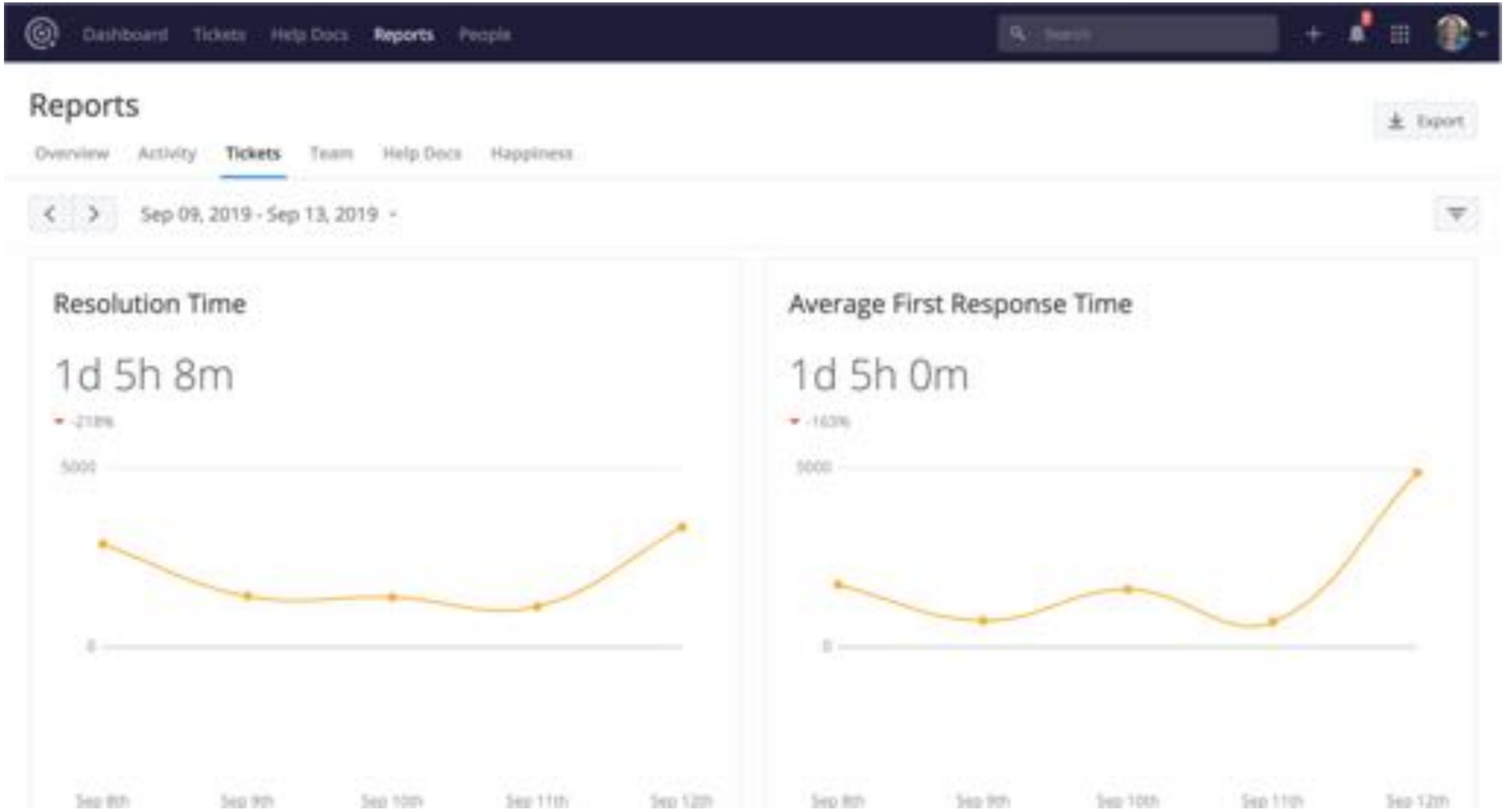
Results > Service > CFO > strategy



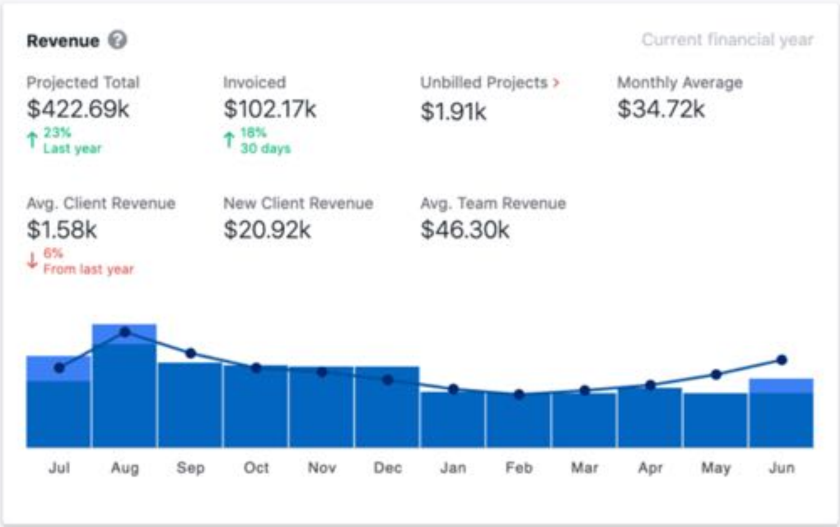
Results > Service > CFO > automation



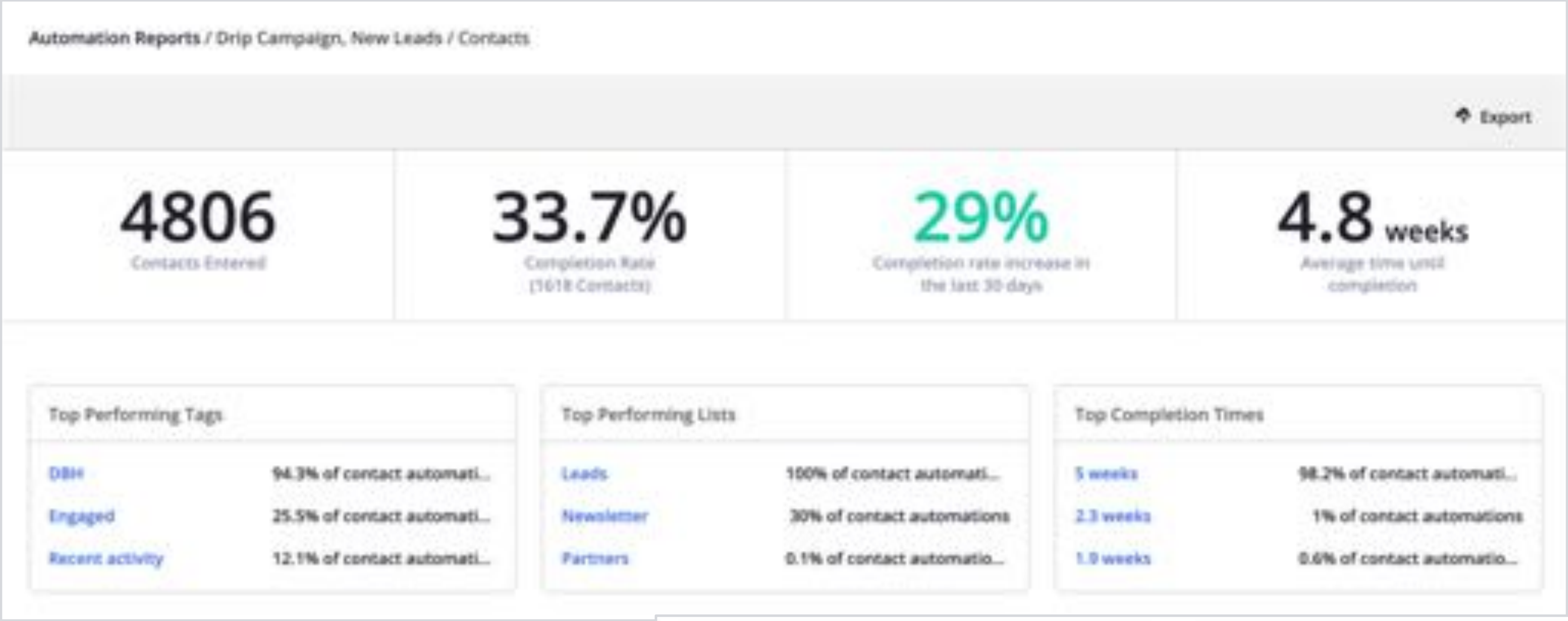
Results > Service > Support > response rate



Results > Firm > Sales > engagements



Results > Firm > Marketing > click rates



Results > Firm > Operations > practice management

Average Actual Time for Master Aeros by Company
Last Week
9/22/2019 - 9/28/2019

Actual vs Estimates by Company
Last Week
9/22/2019 - 9/28/2019

Time Entries By Company
Last Week
9/22/2019 - 9/28/2019

Open Aeros Overdue
Last Week
9/22/2019 - 9/28/2019

Support Hours
Last Week
9/22/2019 - 9/28/2019

Results > Firm > Finance > profitability

Last Month

8/1/2019 - 8/31/2019

Robert

Date	Company	Manager	Aero Type	Service Item	Time	Times Notes	Aero Subject	Project	Rate	Revenue	Cost	Margin
8/19/2019	BMO Accupuncture	Shelly	Accounting	Accounting	0.02	QBO: Banking Feeds	QBO: Banking Feeds		$100.00	$1.67	$0.50	$1.17
8/22/2019	Cherry's Express	Shelly	Accounting	Accounting	0.02	Monthly Bookkeeping, Pull Bank statements	Monthly Bookkeeping		$100.00	$2.06	$0.62	$1.44
8/21/2019	Blackwater	Shelly	Accounting	Accounting	2.00	meeting	meeting		$100.00	$200.06	$60.02	$140.04
8/22/2019	Beach Cities	Shelly	Overhead	Overhead	0.02	BDC: Pay Bills	BDC: Pay Bills		$0.00	$0.00	$0.50	($0.50)
8/27/2019	Beach Cities	Shelly	AP	bookkeeping - L2 Bookkeeping	0.08	BDC: Pay Bills, Determine cash requirement, Determine funds available	BDC: Pay Bills		$90.00	$7.55	$2.52	$5.03
8/28/2019	Cherry's Express	Shelly	Accounting	Accounting	0.09	Reconcile Bank Account - QBO, download bank statement, Choose account to Reconcile, Check Beginning Balance, Enter statement details	Reconcile Bank Account - QBO		$100.00	$8.67	$2.60	$6.07
					Total: 6.95					Total: $662.10	Total: $208.54	Total: $453.56

Results

How will you know?

Watch your firm at work – improve, iterate, grow

If you define the problem correctly, you almost have the solution.

Steve Jobs

www.redmondaccounting.com/QBC2019

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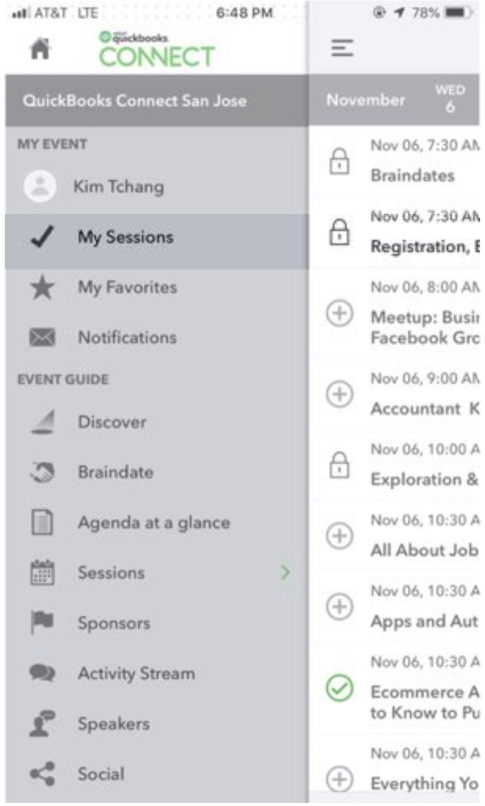

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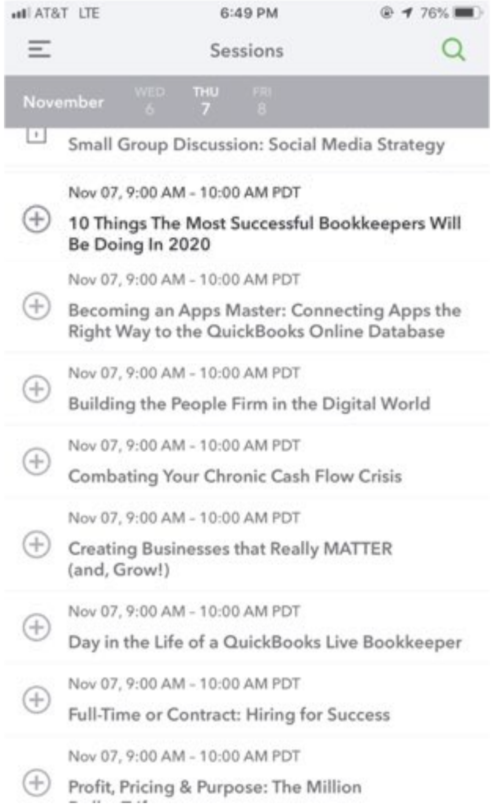

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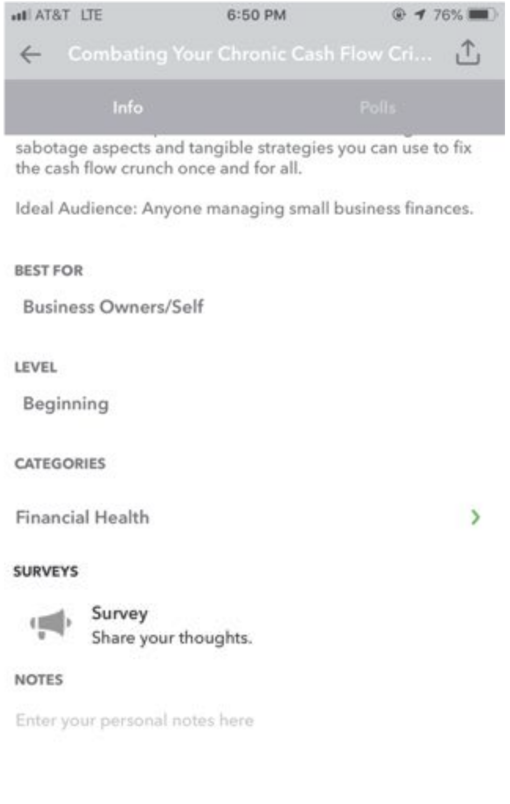

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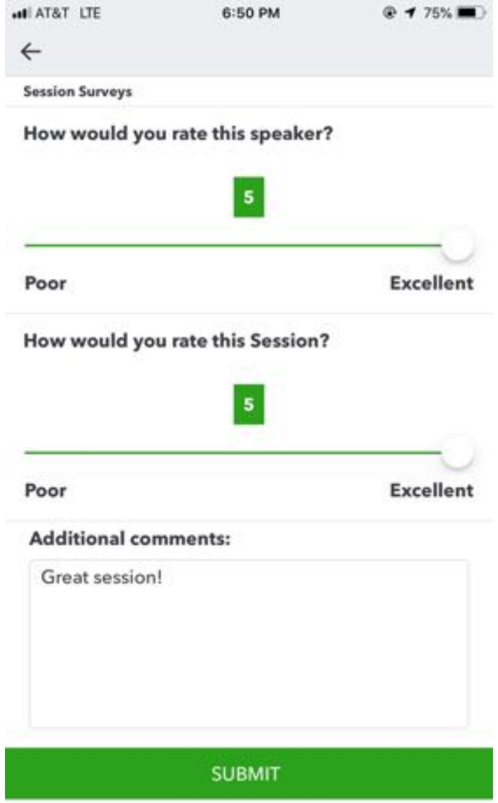

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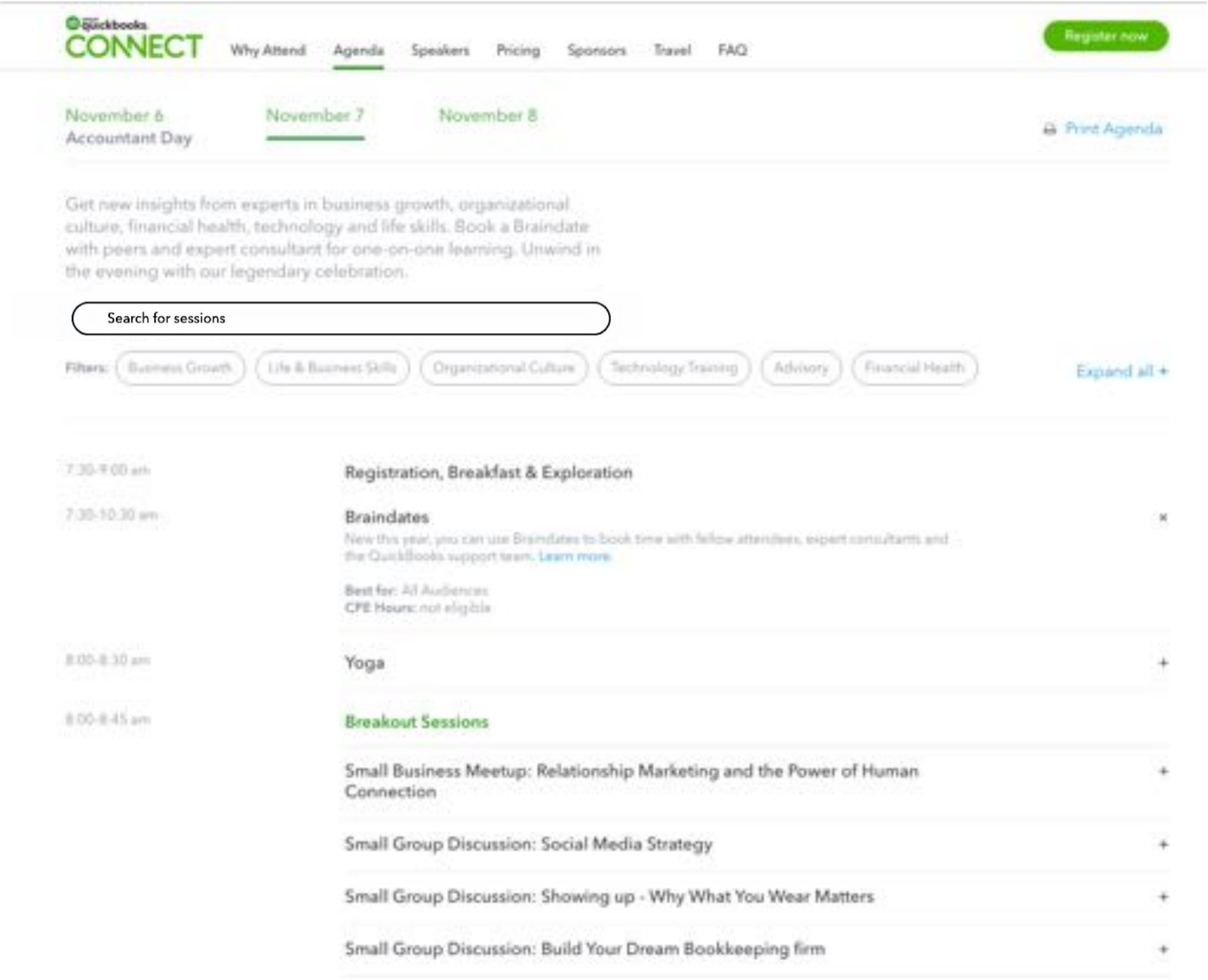

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