



Accountants, Cure Your Client's Pain - And Yours Too

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Recently, I attended a meeting of small business owners and casually asked how many of them enjoyed doing accounting. Out of a group of about 30 business owners, three hands went up.

I'd guess that if you were to poll your own clients, the results wouldn't be much different. You know from experience that the vast majority of small businesses find accounting work to be a hassle.

For many small business owners, managing accounting functions is simply a distraction from what they love to do - growing their businesses. Accounting is mostly seen as a regulatory burden, and few small businesses use accounting tools proactively to manage their business finances.

Finally, it's often hard for small businesses to get competent accounting or bookkeeping staff or help. And you know well what the consequences are for you and your clients. For one, you spend a significant amount of your time fixing the bookkeeping errors clients make. Numerous surveys of accounting practices have rated this as one of the major challenges accountants face.

In this ebook, we'll examine why do-it-yourself accounting creates undue pain for small business owners, and how the right cloud-based professional accounting system not only eliminates that pain, but also opens up new opportunities for accountants to better serve their clients.

How Did This Happen?

All of the above are the easily foreseeable results of using popular DIY accounting software like QuickBooks – solutions that were created for small businesses, not for professional use. But here's the real irony: small businesses despise doing the work that comes with those DIY solutions.



40% of small business owners say bookkeeping and taxes are the **single worst part of owning a business.**

Source: 2014 survey from SCORE, a small business mentoring organization

And accountants certainly don't like the status quo any more than their clients do. When we asked thousands of accountants across the country about the role of QuickBooks in their practice, here was a typical response:

“ 90% of my clients have no clue how their businesses are doing because their books are always a mess. Instead of helping them make better decisions for their future, I spent all my time trying to catch up in fixing their errors from their business past. By the time the financial data of the past is cleaned up, it's too late to change the course of their business disasters. ”

– CPA in Sherman Village, CA

The question then arises - why recommend these DIY accounting programs to your clients when both parties are so dissatisfied with the results? The response from most accountants is straightforward – “what choice do I have?”

Virtually all of the accounting systems on the market today are DIY systems. Even most cloud-based accounting systems are created primarily for small businesses, and are based on the DIY model. Here's the amazing part:

Despite knowing that most small businesses don't like performing accounting tasks, most accounting system software providers continue to push DIY accounting systems to small businesses.

So What's the Solution?



It's simple:

Eliminate the need for your small business clients to perform bookkeeping and accounting in their offices, and have your firm handle all accounting functions for them.

You can become the solution by offering complete accounting services to your clients, including paying bills, recording transactions, performing trial balance work, creating financials, and managing your clients' cash flow and business finances.

Not surprisingly, accountants usually find that the DIY systems that were created for small businesses aren't the right solutions to offer complete accounting services to their clients. To deliver such services effectively, you need a [cloud-based professional accounting system like Accounting Power®](#), that lets your staff do what your clients' staff currently does... only faster, better and more accurately, without leaving your office.

“ Having a true professional accounting system has enabled us to become the outsourced CFO solution for our small businesses. Basically, most of our clients want to write checks and keep track of their checkbook balance. The [Accounting Power](#) program allows us to provide that solution to them. For other clients, they let us handle 100% of their bookkeeping and accounting work and have a log in to just “view” what is happening. ”

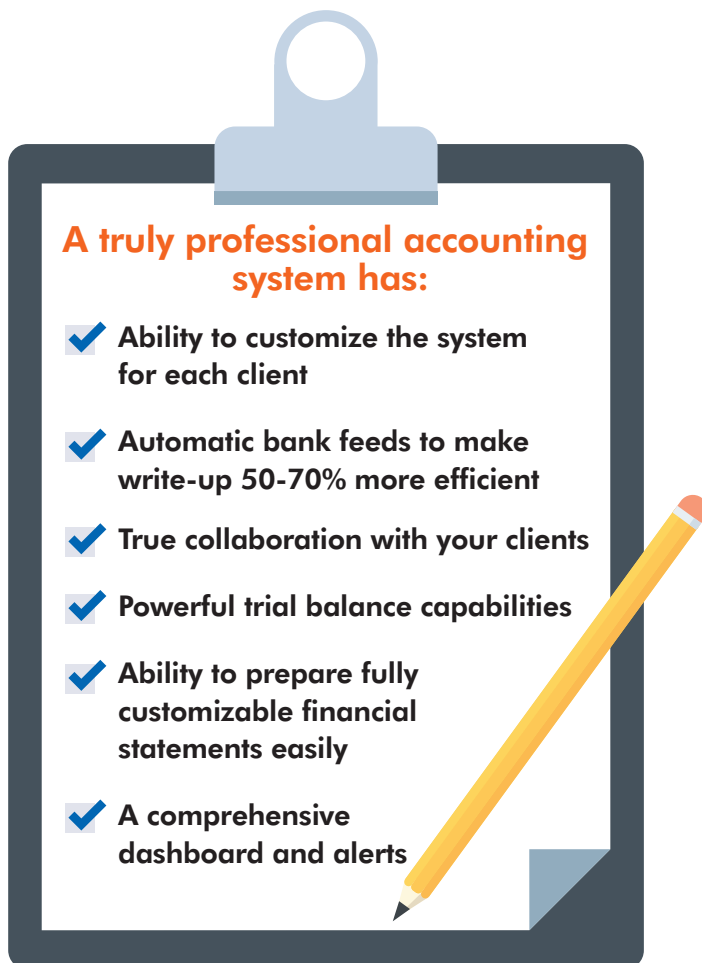
– Jim Sosinski, CPA

What to Look for in a Professional Accounting System

Not all of your clients will choose to engage you to perform all of their accounting functions, and you'll have clients who want to continue to do some accounting work. But your professional system should let you work collaboratively with those clients, giving you the ability to customize the system for each client to let them do the tasks they feel comfortable performing.

A professional system should help your firm perform write-up work efficiently for the clients who don't want to stop writing manual checks. Automatic bank feeds can cut data entry time significantly, reducing your write-up time by 50-70%.

To accommodate the clients who continue to use another system, choose a solution that has powerful trial balance capabilities and lets you prepare fully customizable financial statements easily. For maximum efficiency, look for a system that lets you easily import client data into your accounting system to perform trial balance work and prepare financials.



And, to help you to offer virtual CFO services to your clients, look for a system that provides a comprehensive dashboard, alerts, and snapshot capabilities.

DIY accounting solutions were a necessity of the desktop, but neither you nor your clients have to live with their limitations any longer. The cloud has opened the door to bring complete accounting services back to accountants. Don't miss this unique opportunity to grow your practice and serve your clients better.

Take the Next Step

Now that you know you can reduce accounting pain for both you and your clients, it's time to learn about the solutions that can make it happen.

Visit AccountantsWorld.com/APower to learn more about **Accounting Power**

The award-winning Accounting Power solution from AccountantsWorld offers more functionality and flexibility than any other accounting system. Accounting Power integrates a powerful professional system with a comprehensive bookkeeping system in one unified cloud-based accounting solution. Learn how it puts accountants like you back in full control of client accounting, and can help you perform your accounting engagements 20-30% faster than your current solution – guaranteed.

Schedule a **one-on-one demonstration** of **Accounting Power**

Call **888-999-1366** to schedule a personal demonstration of Accounting Power. A Practice Development Consultant will answer any questions you have, and detail how **Accounting Power** can help boost your accounting profits and your client satisfaction.



Thank You for Reading Our Ebook

About AccountantsWorld

Many accountants don't realize that major corporations have used technology to penetrate deep into your core tax, accounting and payroll services.

At AccountantsWorld, we use technology for a very different purpose.

For over 15 years, we've been committed to using cloud technology to create new opportunities for practicing accountants like you, and to help you reclaim lost ground so you can better serve your clients and raise your bottom line.

- ◆ We created the first-ever cloud-based payroll solution, [Payroll Relief](#), to help accountants easily offer highly profitable payroll services to their clients.
- ◆ Then we created [Accounting Power](#), the first cloud-based professional system to put you, the accountant, back in control of client accounting.
- ◆ We now offer a fully integrated suite of highly acclaimed solutions for professional [accounting](#), [bookkeeping](#), [payroll](#), [document management](#), client portals and more.

Using our pioneering cloud solutions, you can tailor your services to best meet the individual needs of each of your clients, increase your firm's productivity, better serve your clients, and raise your bottom line.

And unlike other service providers, AccountantsWorld has made an unwavering commitment to accountants. We never compete with you, or sell our products or services directly to your clients.

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