

ACCOUNTANTS WORLD REPORT

How Automation and the Internet Make Offering Payroll Hassle-Free and Profitable for Accountants

Now you can Private Label Payroll Services to your clients
and make \$30,000 - \$50,000 per year.

June 2009

The automation within payroll processing and Cloud Computing have made it profitable for Accountants to offer Payroll Services without hassles. The Internet has made technology used by large payroll service bureaus such as ADP within reach of accountants. Accountants can now private label Payroll Service, control 100% of their client relationship and have an additional source of revenue.

This Report Reveals...

How Automation and the Internet make Payroll Processing System Hassle-Free and More Profitable than Tax and Accounting

Now you can use this service to make \$30,000 - \$50,000 per year.

You'll find the information presented here invaluable, if

- You would like to increase your bottom line by 20% or more without adding a single new client or any additional staff... despite the worst economic slowdown in recent history; or
- You're already offering payroll services, but you would like to drastically reduce processing time...increase profits... and... provide your clients with a better, more personalized and more customized payroll service.

For the first time ever, accountants can use the same kind of powerful processing center the payroll bureaus have kept to themselves for decades. They can private label Payroll Services to their clients and control 100% of the client relationships, their most important asset.

Here are the key features you should know about that make offering payroll hassle-free

Automated processing: This is how the system saves you time. All of those tedious tasks and hassles associated with payroll processing are practically eliminated. Once the data is entered, the system does the rest automatically.

Data entry and check printing can be performed quickly and easily by anyone in the office... even clerical staff. In fact, you can even eliminate most data entry in your office as you'll soon learn.

You or a professional in your firm just supervises and monitors from the sidelines, while client payrolls are processed in minutes by your paraprofessional or clerical staff—usually no more than 5 to 10 minutes per client with up to ten employees to be exact. For larger clients with over 30 employees, data entry time in your firm is usually zero!

The system performs all of these tasks automatically:

- Easily process payrolls for companies with up to 2,000 employees

- Complete payroll computation for federal, all 50 states, and all localities...
- Direct deposit of employee/contractor paychecks...
- Electronic payment of federal and state taxes and child support...
- Electronic filing of quarterly and yearly federal and state tax forms...
- Complete year-end processing including W-2's, W-3's, and 1099's...
- And more.

The only simple task that needs to be performed in your office or your client's office is printing the checks and reports.

- **Fast and simplified data entry:** The system reduces your work to a bare minimum another way—by *minimizing data entry* in your office. It's so easy most clients can do it themselves. Or they send you payroll data in an Excel spreadsheet. Then you or someone in the office can...

Import Data into the System With One Mouse Click!

Nevertheless, if you decide to do data entry in your office, payroll processing will *still* be very profitable. Most of us have enough idle clerical hours to handle the payroll volume in the initial stages.

As volume grows and your comfort level with clients increases, grant them access to data entry areas. Maintain control over all the other aspects of the payroll process. This will save your firm a tremendous amount of time so you can grow your payroll practice without increasing your overhead. Thus...

Making Payroll an *even* more Profitable Endeavor!

- **Regulatory Compliance:** Once a payroll is finalized, tax liabilities are automatically processed for payment on the due date. *There are no payroll forms to fill in*—because with your permission, AccountantsWorld will electronically file the quarterly and yearly federal and state compliance forms. For a few states that don't accept electronic filing, they'll produce signature-ready forms for you.
- **Powerful and comprehensive:** A system so comprehensive it will meet the diverse needs of your client base. The system supports...
 - Multiple states and pay schedules.
 - Multiple checks for an employee per pay period.
 - Multiple withholding states per employee.
 - Multiple unemployment states per employer.
 - Multiple departments.
 - Multiple locations for which users may enter payroll data remotely.

- Processes up to a 2,000-employee payroll effortlessly.
- 30 pay types including vacation, sick, holiday, retroactive, tips, reimbursement, and several user-defined pay types.
- Contractor (1099-MISC) payrolls.
- Predefined (standard) and custom deductions.
- Employee paid time off accruals and tracking.
- Standard, bonus/commission, and additional payrolls.
- “Payroll Data Worksheet” for employers.
- Third-party sick pay, dependent care benefits, health insurance for 2% shareholders, and manual checks.
- Excel Export/Import of payroll data for employers.

Plus, you get optional services such as: debit pay cards, integrated 401(k) and pay-as-you-go workers’ compensation. It does everything your clients get from payroll service bureaus and more. But you keep all the profits!

- **Extensive reporting.** Access over 30 payroll, employment, and compliance reports to meet the needs of any business. All reports can be exported to Excel or RTF formats. With this feature, you’ll always be on top of payroll for any client. Client questions can be quickly and accurately answered in seconds.
- **Easy to learn:** You don’t have to be a computer whiz to learn the system. In about three hours you can be an expert. Really! Just follow the simple directions and you’re up and running in no time, making money from payroll processing.
- **Logical payroll processing interface:** It combines a highly intuitive interface with logical organization that follows the sequence of payroll processing. User-friendly screens guide you through the entire payroll process.
- **Seamless practice management.** A system that makes managing even the busiest payroll practice a breeze. It gives a bird’s-eye view of all client payrolls... dates for all upcoming payrolls... taxes paid and pending... and... all forms filed and much more. It keeps a complete history of all payroll activities. You don’t go crazy managing all these activities manually as in other payroll programs.
- **Employee Self Service:** Have the client’s employees see their W2, 1099s and pay-stub online.
- **Automated client communication.** Payroll processing requires communication and interaction with clients. This system fully automates communications on your behalf. It sends e-mails for payroll reminders, approval, amount of payroll and taxes, documents and reports, NSF notifications and much more. You determine what automated e-mails the system should automatically send to clients.

Moreover, with its unique Accountant-Client messaging, you can send secure instant messages to clients that pop-up right on their PC monitor.

- **Web-based platform:** Allows you to provide payroll processing to multiple clients. Access client payroll data from anywhere at any time. Clients can also access their payroll data any time. A computer and high-speed Internet connection are all that's needed. The system is always updated for you so there are no software or updates to install.
- **Secure and private system:** The system is secured with the most sophisticated 128 bit-SSL encryption available today for data transmission. Servers are located in secured data centers and are protected by state-of-the-art firewalls and intrusion detection systems. Which should put your mind at ease because...

Your Client's Payroll Information is Safe!

- **Training:** We want you up and running with our system as fast as possible. Online training seminars, tutorials, a step-by-step guide to processes and recorded webinars are available so you get set up quickly. In addition, a Payroll Specialist will help set up your first payroll and answer any questions along the way. AccountantsWorld wants you to succeed by offering payroll services.
- **Free unlimited support:** Get full technical support any time you need it. A highly skilled team of payroll specialists (who are CPA's and accountants themselves) is ready to assist you. Or access the support center via the Internet.
- **Firm-branded.** When clients log in, they see the system as your firm-branded payroll service. Clients never come in contact with the company doing all the backend work for you and you always remain in control of your client relationships.
- **Non Compete:** You want a service provider for private labelling who doesn't go after your clients. AccountantsWorld exists solely to help accountants become more successful. It does not and will not sell payroll services directly to your clients—unlike all the other payroll companies who use you as nothing more than an additional marketing channel.

Accountants suffer when there are channel conflicts. Remember the notorious "Fire your accountant" campaign of the 1990's? Something similar is happening in payroll services today. PayCycle, for instance, sells payroll services to accountants and to Bank of America, which competes with you!
AccountantsWorld will not do anything that even has a remote chance of compromising its integrity and commitment to you.

But that's not all. At its own expense, AccountantsWorld is launching a campaign telling small businesses why it's in their best interest to have their accountants do their payrolls. The other payroll providers would never do this.

Companies like AccountantsWorld offer software solutions such as Payroll Relief with the highest level of automation to make offering payroll pain free. If you are still not convinced that offering payroll is profitable, THINK AGAIN.

Now let's talk about Profitability: How to Make Payroll one of Your most Profitable Client Services

You can make as much as you want from payroll processing. Look at the payroll bureaus. They bank billions of dollars. For one company with 20 employees paid weekly, ADP Inc. charges from \$3,000 to \$6,000 per year.

That's for their full service package with reporting. The cost depends on the location of the company and the schedule of the payroll.

Nothing stops you from charging as much (or even less) than the service bureaus. Regardless of what you charge, your clients will get a superior, personalized service from you. And a better overall value.

Before getting into the numbers, let's talk about the Three Keys To Success!

1. **Plan for success.** Commit to adding 20% to 25% of your clients to your payroll program in the first year. By having at least 10 clients in the program you'll see a nice return. You won't succeed by starting with a "let me try" attitude.
2. **You should have solid client relationships.** Clients should trust you enough to switch to doing payroll with you. Keep in mind, you are their trusted advisor and value your input. You'll have an easy time getting them to switch over.
3. **Promote your payroll services.** Let clients know you offer payroll. Use every opportunity to spread the word: in face to face meetings... on your website...in voice mail phone messages...by e-mail... and snail mail. There are plenty of reasons for clients to let you handle their payroll. Tell them and they will switch.

Allow me to quickly point out a just a few ways...

- **Your clients want better service.** Which is exactly what they'll get from you. With Payroll Relief, you provide them a *personalized* and *professional* service as their trusted advisor. The big payroll bureaus treat clients as a number. You, on the other hand, will...

**Give Them Personal Attention
and Customized Service!**

- **Your clients want better value.** The payroll bureaus “nickel and dime” them to death. Clients hate it. You’ll give them a competitive “all-inclusive” fixed fee. As a result, your clients receive a better value.
- **Your clients want a “one-stop” solution for taxes, accounting, and payroll.** By using Payroll Relief you’ll make life much easier for them. You’ll eliminate the hassles of dealing with the bureaus. And you add another service that keeps clients loyal because they already trust you.
- **Your clients want customized service.** Payroll service bureaus offer a cookie-cutter, inflexible, “one size fits all” service. But every business is a little different in some respects. With Payroll Relief, you can tailor the payroll service for each client as necessary.
- **Your clients want to focus on their business... not... on fixing payroll mistakes.** Service bureaus are notorious for making clerical errors. And then *they take forever* to correct those errors. Software solutions that clients use to process payrolls themselves sound great, but clients make mistakes. These mistakes often lead to non-compliance fees and liabilities. You’ll be taking this burden off their shoulders

Okay, now I’ll crunch a few numbers for you so you can get a realistic idea of how much you can earn using an Automated Payroll System designed exclusively for accountants.

Let’s look at two different scenarios.

Scenario One: You’re a sole practitioner with 5 hours per week of in-house clerical time available for payroll processing. With Payroll Relief, a clerk can process a typical small business payroll in 10-15 minutes with little supervision. Which means that without hiring any additional staff, your firm can process 20 payrolls utilizing available clerical hours.

Clients with up to 10 employees using your payroll service	20
Payroll revenue per client	\$2,000
Total annual revenue (\$2,000 x 20 clients)	\$40,000
Annual clerical expense (\$0)	\$0
Misc. expenses	<u>\$8,000</u>
Total expenses	\$8,000
Profit from these 20 payrolls per year	\$32,000

By charging \$2,000 per client as an all-inclusive fee you'll be very competitive with ADP and Paychex.

But actually, you'll be giving clients a much more cost-effective option for their payroll. Not only will your fees be lower... but... more important... your overall service will be of higher quality.

How much of your time will your payroll service require? No more than 2-3 hours a week (100-150 hours a year) supervising and answering client questions.

And you'll add over \$30,000 per year to your bottom line. Look at another way—you'll be making \$200 - \$\$300 an hour. How does that compare to what you make per hour of your time from tax and accounting engagements?

Let's go on to...

Scenario Two: You are a multi-partner firm with a designated payroll processing center and you are processing 200 payrolls of various sizes.

Number of clients using your payroll service	200
Payroll revenue per client	\$3,000
Total annual revenue (\$3,000 x 200 clients)	\$600,000
Payroll manager annual salary + overhead	\$100,000
Payroll processors salary + overhead (2 @ \$60,000 ea.)	\$120,000
Misc. expenses	\$80,000
Total expenses	\$300,000
Profit from these 200 payroll clients per year	\$300,000

Even if you're a 5-partner firm, each one of you will...

Take Home Over \$60,000
More Every Year!

The above figures are realistic and assume you'll charge less than the major payroll services. Increasing revenue comes down to adding more clients with more employees. Or charging a higher all-inclusive fee per client. Take a look at how much these three accountants are making with Payroll Relief:

Kevin Marshall, CPA of Better Office Solutions: I decided to use Payroll Relief because this system streamlines the entire payroll process. The support that AccountantsWorld provides is second to none. I especially like the fact that my clients input their own payroll data. This saves me a lot of time and money. From my payroll clients I gross \$75,000

per year. That's above and beyond the tax and accounting services I provide.

Julius Janusz of J & J Associates: Julius fought the idea of offering payroll services to clients for years. Finally, one of his clients pressed him into making payroll available. He's been using Payroll Relief since 2005 and is glad he got on board. Julius reports that he spends 5 to 10 minutes running payroll per client... and... makes \$70,000 a year. In April of 2007, he stopped by AccountantsWorld to thank them personally for helping him discover this profit center.

Jesse F. Moreno, CPA: Jesse began using Payroll Relief in 2004. He knew payroll was profitable because clients kept asking him to provide this service. Jesse felt Payroll Relief provided a better value and a better platform than the service bureaus. He also saw Payroll Relief as a great client retention tool. He reports making about \$40,000 a year from payroll processing.

Below are few additional tips to increase your profitability

Take yourself out of the equation as much as possible. Utilize clerical assistants to process payrolls using the Payroll Relief system. Not much training is needed for a competent clerk to learn and use Payroll Relief. Put your existing "manpower" to good use.

Allow as many clients as you can to enter payroll data themselves. Most clients can master data entry with little training. Or have them send you a spreadsheet and you import the data with the click of the mouse.

Keep your involvement to a minimum at the supervisory level. If you have a senior staff, leave the supervision to that individual. Once you see how Payroll Relief works, you'll understand why in-house clerks and clients can handle most payroll tasks.

By now you see the value of offering payroll services.

**Maximum Money in Minimum Time
From Payroll Processing!
Offering Payroll is a Lucrative Client Service!**

**At this point, let's explore
the technology solution available to you.**

You can choose a desktop program or Payroll Service delivered via the Internet. Due to the numerous benefits of Software as a Service (SaaS) such as 24 hr availability anywhere, scalability, savings on infrastructure and security we recommend it. We are observing more and more technology companies moving towards SaaS or Cloud Computing.

Payroll Relief from Accountants World is a SaaS that has been created exclusively for accountants. The company doesn't compete with your clients and you have 100% control over your client relationships.

Use Payroll Relief, a fast, comprehensive and fully automated web based Payroll System offered sold only to Accountants. Accountants World doesn't compete with your clients and you control 100% of the client relationship.

Payroll Relief is the only accounting-centric system that automates the entire payroll process.

With Payroll Relief you get a complete solution. At the same time, all of the usual hassles of offering payroll are gone: Because there's no manual payroll forms preparation... no compliance headaches... no complex payroll computations to figure out... no wasting time confirming manual and EFTPS payments made by clients... no hunting down forms... no anxiety about missing deadlines... no fear of penalty risks or liability on your part.

Payroll Relief simplifies everything and lets you add substantial income to your bottom line. It's as simple as that.

Not to mention that...

**Payroll Relief Is
Guaranteed 100% Accurate!**

You are completely protected against any penalties resulting from processing errors. AccountantsWorld guarantees accurate calculations for all federal, state and local taxes. In the unlikely event calculations are incorrect, AccountantsWorld will pay any penalties.

**Accountants Are *Raving* About
Payroll Relief: The First Automated Payroll
Processing Center Exclusively Developed For Accountants!**

The ones using this system are reporting amazing results. PC software programs and payroll service bureaus simply can't match it. With this system payroll processing becomes a time-effective, high-profit client service. I'm excited because Payroll Relief is the best solution for accountants. But don't take my word for it. Look at what industry experts and some of the accountants using Payroll Relief have to say...

Payroll Relief is what makes payroll simple as it is a robust system that allows me to offer a service to existing and new clients with the same features as major competitors. All my payroll customers enter their own payroll so involvement is minimal from my firm. Offering payroll has created another profit center in our firm that nets \$150 per hour.

**-- Joseph Casamento,
Chardon, OH**

Payroll Relief has allowed us to provide a smarter, more customized payroll service for our clients. Our clients love the ability to be more involved in the process. We enjoy significant time savings every week since we can now process payroll in minutes, where it used to take hours! The ability to directly monitor tax payments and have forms available anytime is icing on the cake! For about \$10 per payroll, we save time, offer a better service and add value to our business clients. What more could you want?

**-- Jina Etienne, CPA
Silver Spring, Maryland**

With payroll clients ranging from 10 employees to over 1300 employees Payroll Relief makes it easy and profitable to offer payroll services. It's a year-round steady stream of income and I spend just minutes a day handling client payroll. Payroll Relief enables me to provide a payroll solution that is customized to meet my customers' needs...

**-- Marcus Fryar,
Hillsborough, NC**

Payroll Relief freed up a lot time for my firm. Usually we wasted about 4 months a year on manual quarterly payroll forms preparation. Confirming manual and EFTPS payments that a client made themselves was a killer. Now Payroll Relief takes care of everything for about \$10 per run for up to 10 employees. Thank you AccountantsWorld.

**-- Michael Levin, CPA
Brooklyn, NY**

I have been very impressed with the support and attention to my practice that I receive at AccountantsWorld. I'm sorry I didn't listen to you sooner regarding the business potential of Payroll Relief.

**-- Lewis D. Crusoe
Cheboygan, MI**

Payroll Relief is a payroll system that is always within reach. You can do your payroll anytime, anywhere at a much lower cost, compared to other payroll services. The clients can even have the privilege of reviewing their payroll before its final submission. Various employment and tax forms are also ready and available online.

-- **Victoria Hernandez, CPA, PC**
Bayside, New York

Pricing of Payroll Relief

Regularly AccountantsWorld offers Payroll Relief on a “pay as you go” basis at a very nominal cost. You pay just \$5.95 per weekly payroll of up to 10 employees and \$9.95 per biweekly payroll of up to 10 employees. There is an additional charge of \$0.50- \$1 per employees over 10, depending up on the number of employees.

If you process over 3,000 paychecks in a year, we also offer a fixed fee option that further reduces your processing fee to just \$1.00 to \$0.50 per paycheck.

Pretend you’re doing payroll for 10 employers with up to 10 employees each paid weekly. Your total yearly cost will be \$3,094.

We want as many accountants as possible to offer payroll services to their clients and make their practices recession-proof... even during the recessionary slowdown. So we decided to offer Payroll Relief to accountants at a mere fraction of the regular price.

Instead of having to “pay per payroll”, this offer lets you process an unlimited number of clients (10, 20, 50 or even over 100 employers) for ONE FULL YEAR for just \$997.

There are no additional costs whatsoever.

If you process 10,000 paychecks in one year, your cost per paycheck will be less than \$0.10!

Even if you process fewer payrolls, your cost savings will be significant. Processing just 10 clients, you’ll save a minimum of \$2,097. On 20 payrolls your minimum savings would be \$5,191. And if you process 50 payrolls using Payroll Relief you will be saving a staggering \$14,473. That’s a saving of 93.5%!

An Even Better Deal!

For a limited time, Payroll Relief comes with an amazing “*Pay Only If You Profit 100% Risk-Free Guarantee.*” Here’s how it works: Order Payroll Relief for the low fixed fee of \$997. Set up your new payroll service using the step-by-step instructions. Access the support of a trained Payroll Specialist to get up and running quickly and easily.

After putting Payroll Relief through its paces, if you're not convinced that Payroll Relief has made payroll processing so simple and profitable that you want to continue offering it, call us any time before one month expires for an immediate refund.

No questions asked!

**Guarantees Don't Get Any
Better Than This!**

However, there are three "catches":

Catch #1: This is a limited time offer. This offer may be withdrawn at any time without prior notice.

Catch #2: Current users of Payroll Relief or past users who processed payrolls using Payroll Relief in the past year are not eligible to take advantage of this introductory offer.

Catch #3: This offer is available to independent CPA, accounting, tax or payroll processing firms with five or fewer partners and less than 1,000 clients.

The good news is that even if you don't qualify for this extraordinary offer, you'll still find Payroll Relief a bargain with our regular pricing.

Better Hurry... This is a Limited Time Offer!

In this report, I have revealed the best payroll processing system available for accountants. Payroll Relief is the accounting-centric solution allowing you to make payroll profitable. Your clients need and want this service... and now you can give it to them without the usual stress and hassles. It's a win-win for everyone.

Also, I shared with you some comments from a few of the accountants using Payroll Relief successfully. These are folks just like you running their own practices in various parts of the country. The fact is, Payroll Relief makes offering payroll services...

**Profitable No Matter
Where You Do Business!**

If all of this makes sense, then the next logical step is to pick up the phone and talk with one of the Practice Development Consultants at AccountantsWorld. They'll fill you in on all the details and get you started the right way.

The number to call is...

1- 888-999-1366

Special Limited Time Bonus: AccountantsWorld will make it a cinch to help get clients on board with your payroll service. How? By giving you a proven marketing package that explains why clients should let you be their payroll solution provider from now on. After looking over this information clients will switch in a heartbeat.

The “Payroll Marketing Package” consists of:

- Direct mail letters!
- Firm-imprinted client brochures!
- Flash presentation for your clients!
- Internet marketing strategies that work!
- Banner ads for your website!
- Free marketing support from our in-house Payroll Relief experts!
- Free training webinars for your staff!
- And much more!

You’ll also receive tools and resources to grow your payroll practice. Armed with this material, you’ll have no problem adding clients and making money with Payroll Relief. This marketing package is worth a lot. And it’s included **absolutely free** with Payroll Relief.

Accountants all across the country are implementing Payroll Relief and increasing their income. I can’t see any reason why you too can’t make more money and enhance client relationships by trying Payroll Relief on a RISK-FREE basis.

And if you’re already offering payroll services, call **1- 888-999-1366** to learn how Payroll Relief can help you process your payrolls faster and easier so you can make more money spending less time.