



# The DNA of a CAS Firm

## One firm's journey to world-class client services

Laura Redmond



A photograph of two young women with blonde hair, seen from the chest up, engaged in a conversation outdoors. The woman on the left is in profile, looking towards the right, and is wearing a dark green jacket with a white fur collar. The woman on the right is facing her, also in profile, and is wearing a light-colored top. The background is dark and out of focus, suggesting a nighttime setting with some greenery. The text "Take a minute to connect with your neighbor" is overlaid in white on the right side of the image.

Take a minute  
to connect with  
your neighbor

#QBConnect | WiFi: QBConnect

# CPE Process

## 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](http://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*

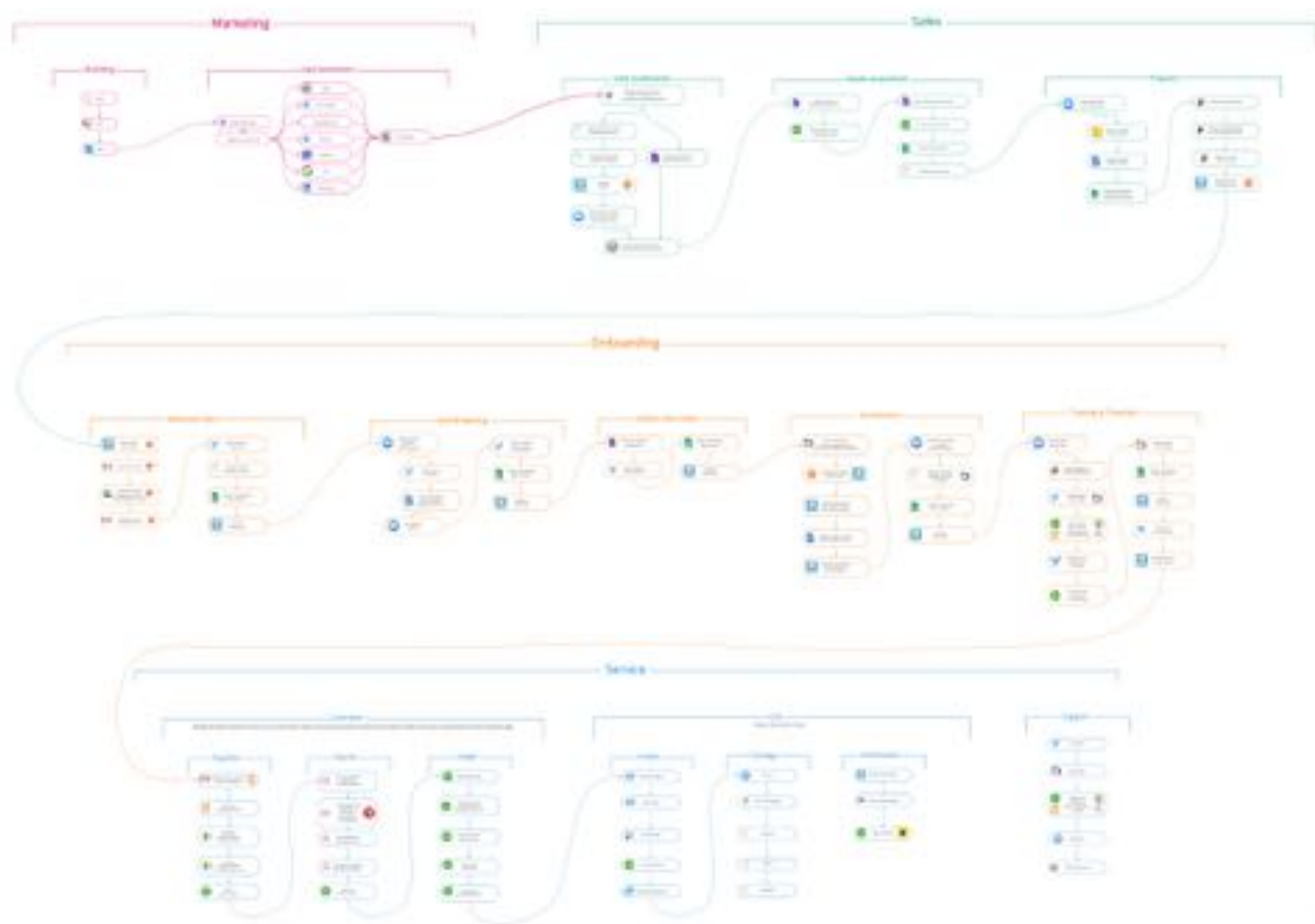
# Agenda

Vision

**Process**

System

Results



Process > Marketing > Branding > **message**

Who How  
When ? What  
Where Why

# Process > Marketing > Branding > style



Typography  
Typography  
*Typography*  
Typography  
Typography

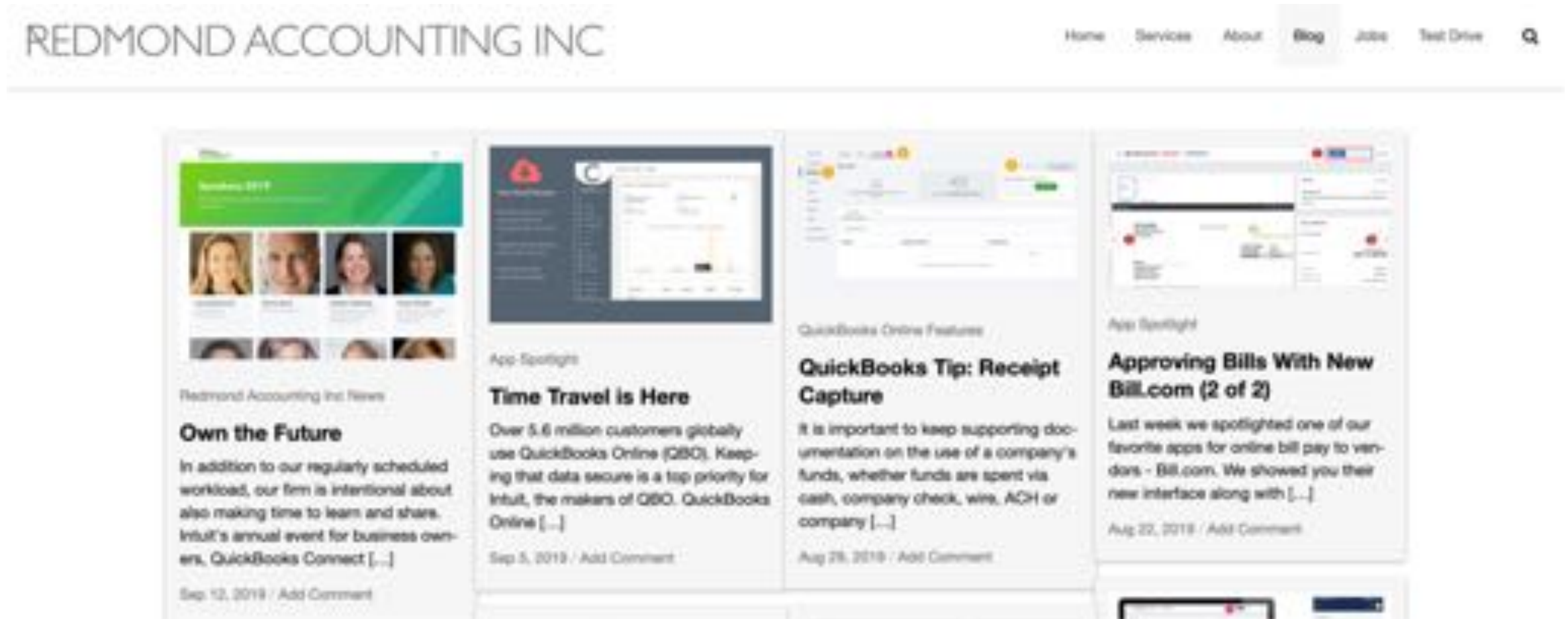
Logo

# 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!

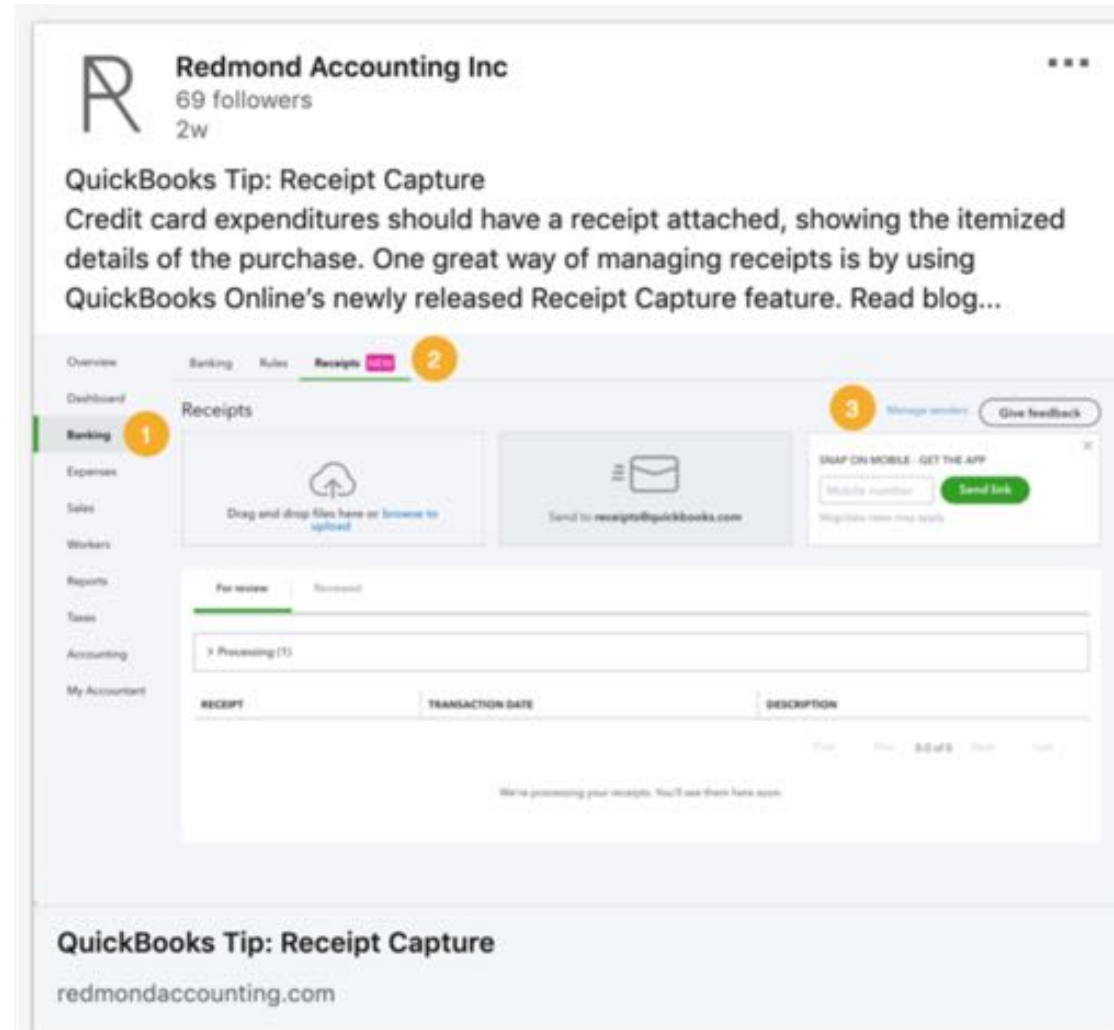


**Laura Redmond**  
Founder  
Redmond Accounting

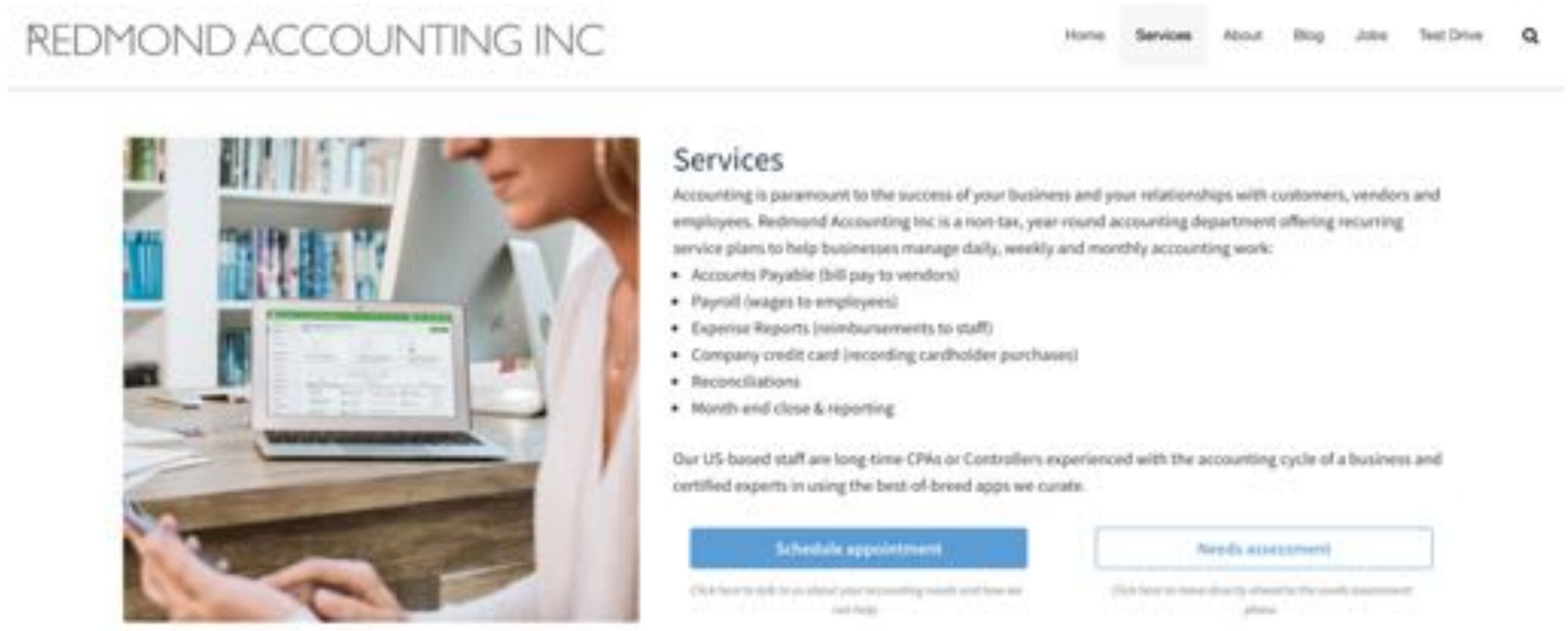


Sent to: [laura@redmondaccounting.com](mailto:laura@redmondaccounting.com)  
Don't want future emails? [Unsubscribe](#)

# Process > Marketing > Lead Generation > **social media**




# Process > Marketing > Lead Generation > website



Process > Sales > Lead Qualification > **schedule appointment**


REDMOND ACCOUNTING INC

Home Services About Blog Jobs Test Drive



Redmond

Welcome

 15 min

This is a 15-minute web meeting to review the services we offer and determine if we are a solution for your business' recurring accounting department needs.

Select a Date & Time

October 2019

SUN MON TUE WED THU FRI SAT

1 2 3 4 5

6 7 8 9 10 11 12

13 14 15 16 17 18 19


20 21 22 23 24 25 26

27 28 29 30 31

Tuesday, October 8

9:30am Confirm

9:45am


 Pacific Time - US & Canada (2:43pm)

# Process > Sales > Lead Qualification > right fit

REDMOND ACCOUNTING INC

Home Services About Blog Jobs Test Drive

←



Redmond

**Welcome**

🕒 15 min

📅 9:30am - 9:45am, Tuesday, October 8, 2019

🌐 Pacific Time - US & Canada

**Enter Details**

First Name \*

Last Name \*

Email \*

Company Name \*

Your title/position at the company \*

Are you comfortable working with your accounting department virtually with QuickBooks Online as the core accounting program? (Our 100% US-based staff do not work onsite and do not support the desktop version of QuickBooks.) \*

☐ Yes, I currently use QuickBooks Online

☐ Yes, I am willing to switch to QuickBooks Online

☐ No

Process > Sales > Lead Qualification > **cost calculator**

REDMOND ACCOUNTING INC

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Accounting Department Cost Calculator

Use our calculator to determine general costs associated to an in-house accounting department. Click the **Use Typical Costs** button to quickly fill in common amounts. Make changes, as needed, and click **Calculate**.

Use Typical Costs

Cost of Staff Accountant

Hourly rate

18.00

Hours per week

40.00

Payroll % (taxes & workers comp)

15.00

Health insurance

350.00

Retirement %

2.00

Overhead % (office space, computers, supplies)

20.00

Number of Staff Accountants

1.00

Additional Costs

Your supervision hours per week

3.00

Your hiring & training hours / year

10.00

Your hourly value

100.00

CPA cleanup fees / year

200.00

Calculate

Monthly Cost = \$6020.11

# 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

### Revenue process \*

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

Your answer

### Payment methods accepted from your customers \*

☐ Check

☐ Credit Card

☐ Wire

☐ ACH

☐ Cash

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



# 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](mailto: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](mailto: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:

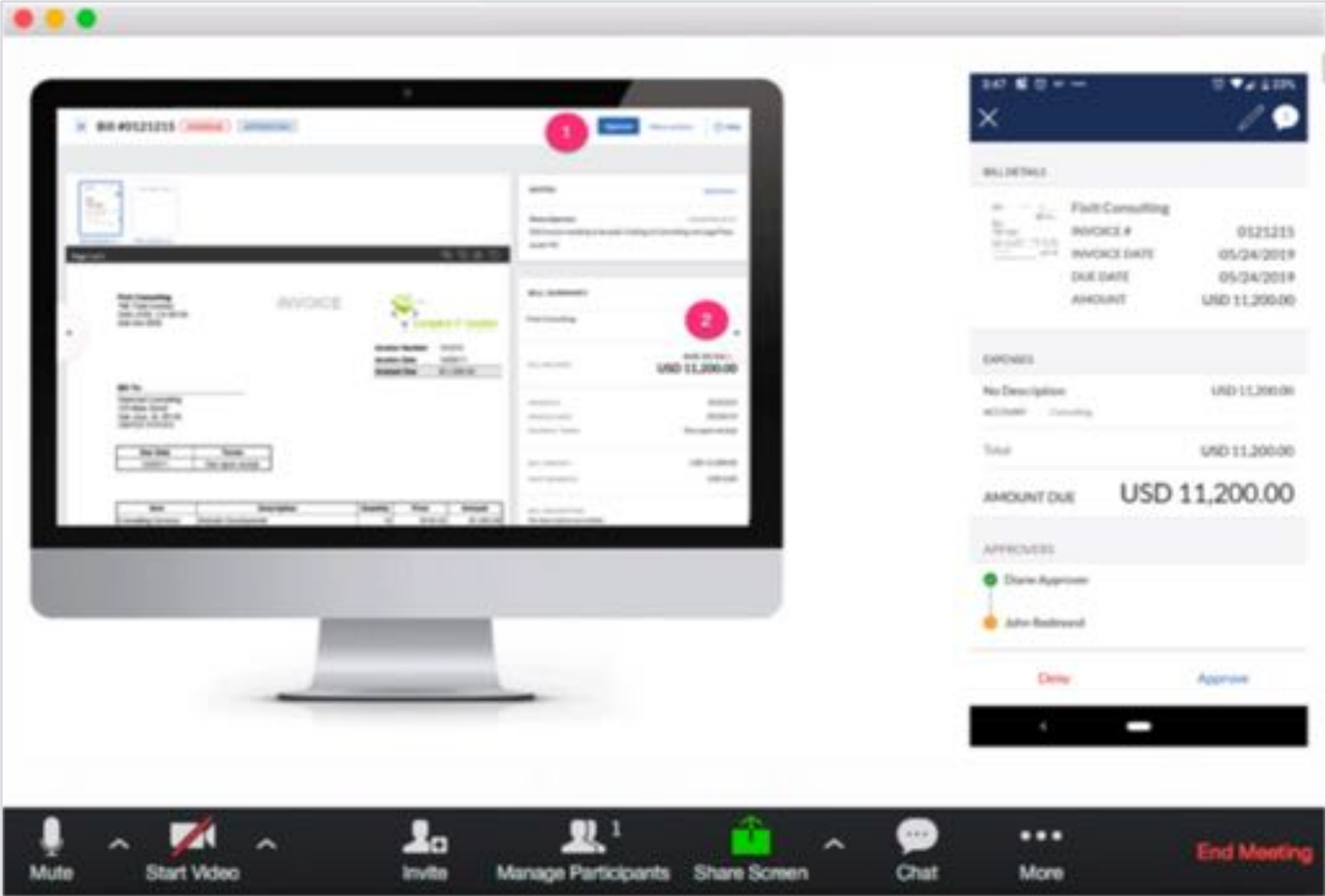
1. Create a [portable file](#) of the QuickBooks Desktop data file
2. Upload that portable file to a web-based folder of your choice, such as [Google Drive](#) (preferred).
3. Share access to that folder with us at [qbopro@redmondaccounting.com](mailto:qbopro@redmondaccounting.com)
4. Send the QuickBooks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




Process > Sales > Proposal > **meet**



Process > Sales > Proposal > demo



# Process > Sales > Proposal > data analysis



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 SDOE 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
	\$ per month Term = 12 months	\$ per month Term = 12 months	\$ 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**

TECHNOLOGY SOLUTIONS FOR MODERN BUSINESSES

My Test Company  
Redmond Accounting Inc. Starting on January 1, 2019

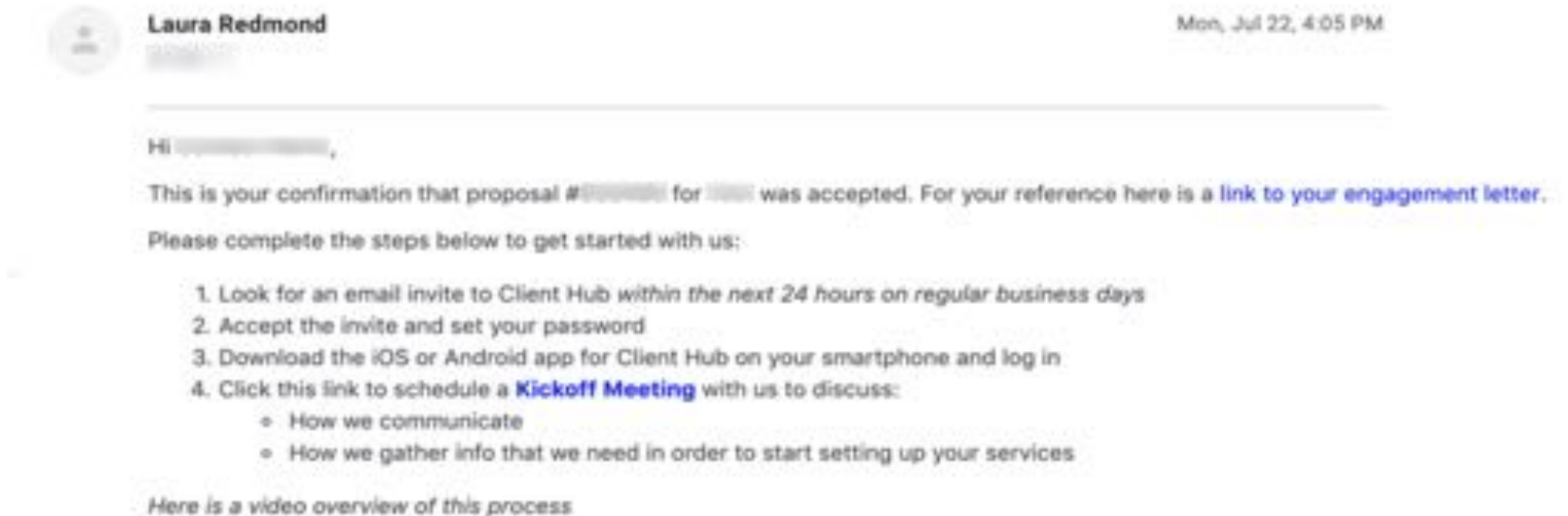
### Your Service Summary

1. Structure
  - System Architecture
  - Client Hub
  - Genius Bar
2. Accounting
  - Reconcile & Review, Monthly
  - Close, Monthly
  - Cash Flow, Monthly
  - Controller Call, Monthly
  - Reporting, Available 24/7
3. Bookkeeping

1 Summary 2 Schedule 3 Payment 4 Sign **Next >**

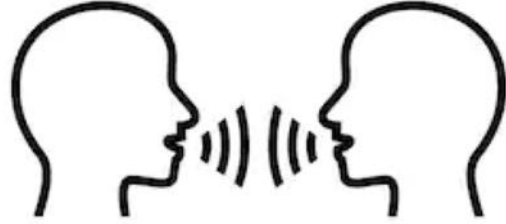


# Process > Sales > Proposal > **welcome email**





# Process



**How will you get there?**

*“This is how we do things here”*

# Agenda

Vision

Process

**System**

Results

## Manage Open Aeros Due Today

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

# Process > Sales > Proposal > **task assignment**

My Zaps: [Inbox \(106\)](#) <https://mail.google.com/mail/u/0/#inbox> [Zaps](#)

Your Zap is On **ON**

/ FI - Aero

Zap Settings

1. TRIGGER

Proposal Accepted

- Practice Ignition
- Proposal Accepted
- Practice Ignition laura@redm...
- Test This Step

+

2. SEARCH

Find Company

+

Get Help

Set up Aero Workflow Aero

Setup Preview [Learn more](#) **ON**

Subject (required)

Proposal Accepted: My Test Company

Aero Type (required)

ACC-OB



Scheduled Start Date (required)

now

Assigned To (required)

Laura Redmond

# System > Onboarding > Phase #1 Welcome Client

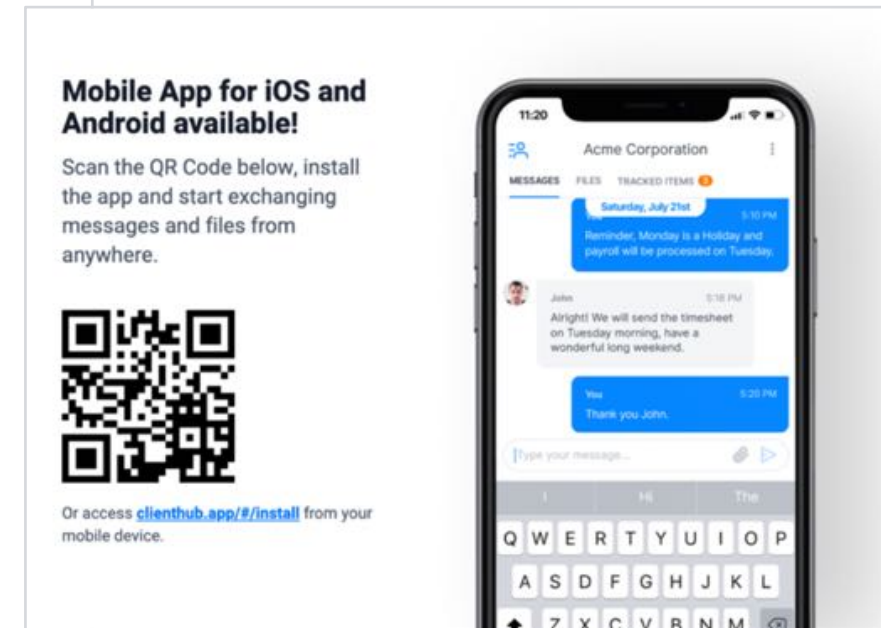
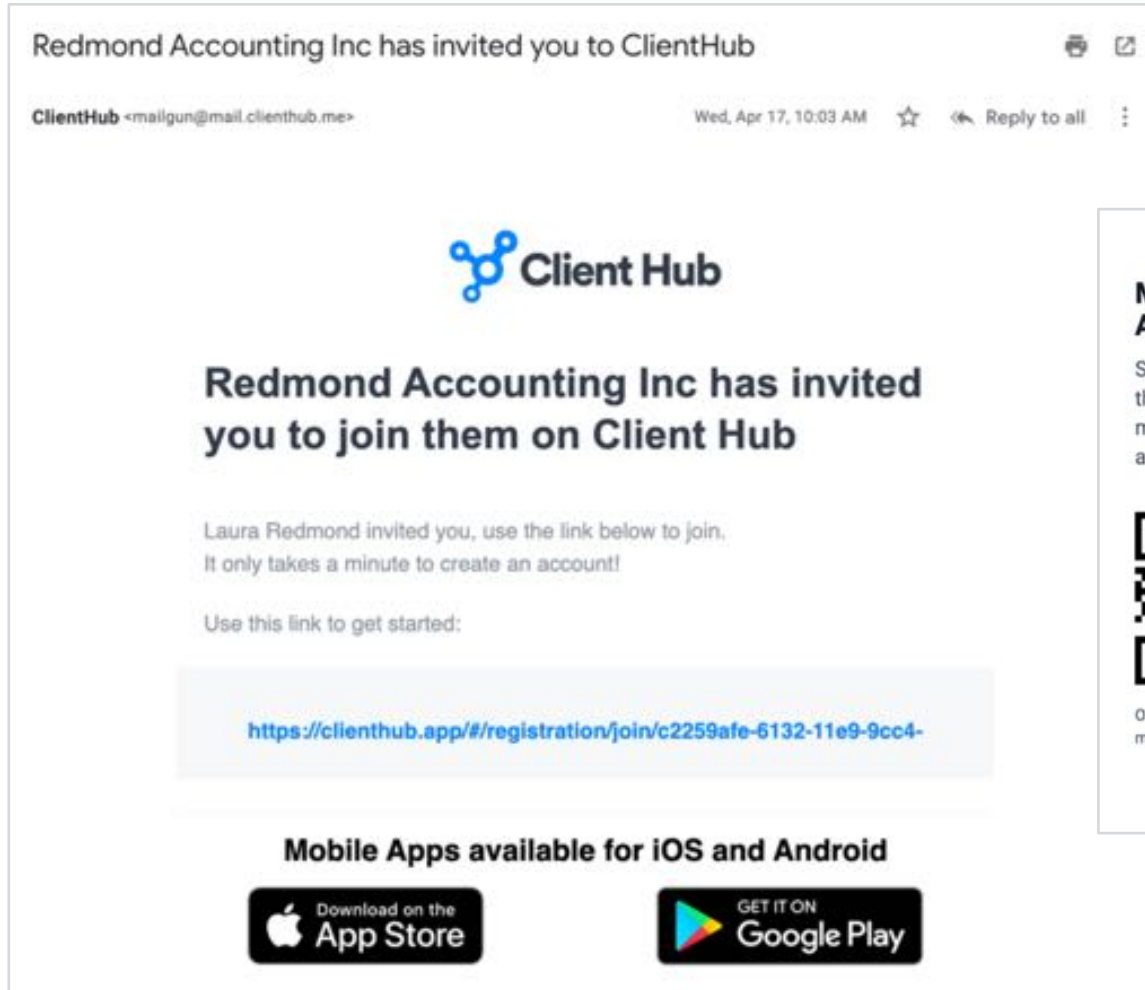
<div> <a href="#">Work</a> <a href="#">Manage</a> <a href="#">Setup</a> <a href="#">Quick Links</a> <a href="#">Library</a> <a href="#">Admin</a></div> <div>Hello laura! <a href="#">Log off</a> </div>			
Client Onboarding Phase #1: Welcome Client			
<input type="checkbox"/>	Name	Description	Resources
<input type="checkbox"/>	Confirm zap - Notify team about new client	Tell everyone at the firm about our new client!	
<input type="checkbox"/>	Confirm zap - Create client folder in GDrive, invite Sharon & Laura	copy template with sub-accounts -->	↑
<input type="checkbox"/>	Confirm zap - File engagement letter PDF from Practice Ignition in GDrive > DS	get from Practice Ignition -->	↑
<input type="checkbox"/>	Confirm zap - GSheets > Create new "Client Onboarding Status Tracker"	copy template	↑
<input type="checkbox"/>	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	
<input type="checkbox"/>	Setup/Add Client Hub		↑
<input type="checkbox"/>	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	
<input type="checkbox"/>	ClientHub: Add Link Apps	QBO, Bill.com, Expensify, Gusto, Aero, LivePlan, Method, Client's bank	
<input type="checkbox"/>	ClientHub: Add Link Resources	Client Onboarding Status Tracker (published link), Calendly "Schedule Meeting with us", Zoom "Join Meeting", Employer's "New Employee" form link	
<input type="checkbox"/>	ClientHub: Add Link Resource - training videos	Decide which videos to use based on contract	
<input type="checkbox"/>	Send Welcome email to client to schedule "Kickoff" meeting with client, sales team, and onboarding team		
<input type="checkbox"/>	ClientHub: Invite client	ClientHub > Clients > Company Name > green Invite Client Users button	
<input type="checkbox"/>	Update "Client Onboarding Status Tracker" for this Phase to "Done"		
<input type="checkbox"/>	Schedule Aero for OB Phase #2 - Kickoff Meeting with Client (make sure this is done automatically when client sets app!)		↑

System > Onboarding > Phase #1 > **status tracker**

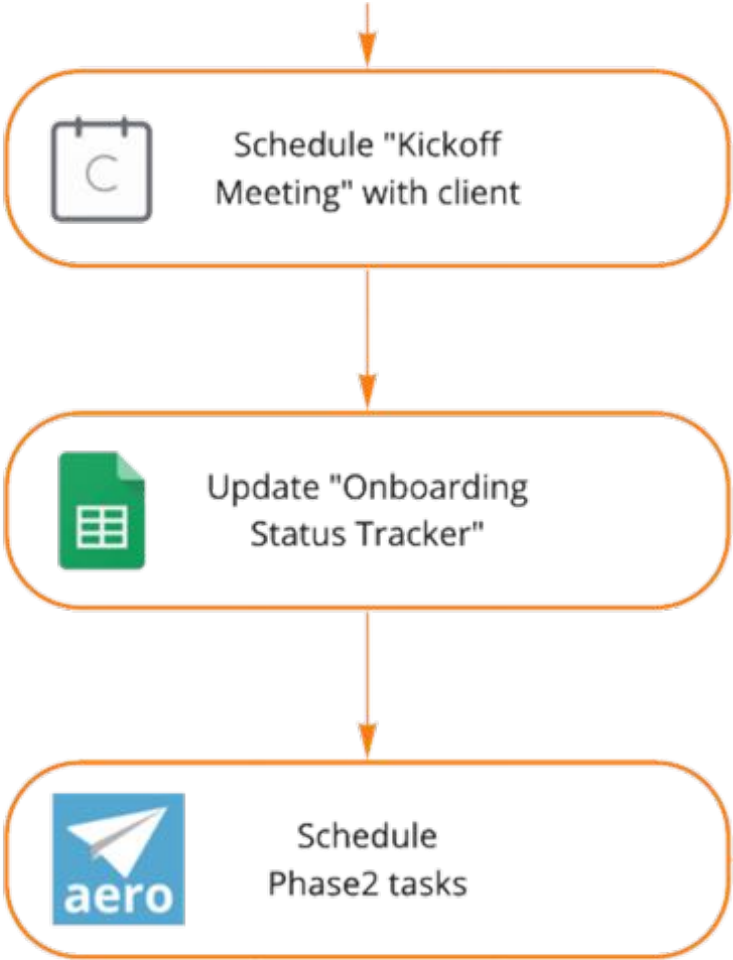
Client Onboarding Status					
TASK	STATUS	START DATE	DUE DATE	% COMPLETE	NOTES
Welcome Client	In Progress	4/4/2019	4/9/2019	0%	
Kickoff Meeting	Not Started	4/9/2019	4/10/2019	0%	
Gather Info	Not Started	4/10/2019	5/1/2019	0%	
Setup Accounting Structure	Not Started	5/1/2019	5/6/2019	0%	
Transition Meeting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



The screenshot shows the 'aero' client onboarding interface. At the top, there's a navigation bar with 'aero' logo and links for 'Work', 'Manage', 'Setup', 'Quick Links', 'Library', and 'Admin'. On the right, it says 'Hello Laura!' and 'Log off'. Below the navigation bar, the title 'Client Onboarding Phase #2: Kickoff Meeting' is displayed. The main content is a checklist table with three columns: 'Name', 'Description', and 'Resources'.




Name	Description	Resources
<input type="checkbox"/> Update "Client Onboarding Status Tracker" for this Phase to "In Progress"		
<input type="checkbox"/> Prepare for meeting - workspace	Ensure your workspace is clean and ensure your webcam is working and your appearance is camera-ready - impressions matter!	
<input type="checkbox"/> Start web-meeting with client	meeting is kicked off by the Sales rep who has the active relationship with new client	
<input type="checkbox"/> 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	
<input type="checkbox"/> Introduce your team, especially the lead onboarding point of contact	Share info regarding team members	
<input type="checkbox"/> Ask client to share their screen and log in to Client Hub and review the 4 panes together - conversations, tracked items, apps, links		
<input type="checkbox"/> 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	
<input type="checkbox"/> Wrap up meeting and say goodbye		
<input type="checkbox"/> Discuss any chaos with onboarding team. Is new proposal needed? Create any special aerox, if needed		
<input type="checkbox"/> End meeting		
<input type="checkbox"/> Send summary to client		
<input type="checkbox"/> Update "Client Onboarding Status Tracker" for this Phase to "Done"		
<input type="checkbox"/> Schedule Aerox for OB Phase #3 - Gather info		

# System > Onboarding > Phase #2 > client hub training

Conversation

MESSAGES FILES

Type a message...



Tracked items

ALL OPEN [Remind all](#)

Diane Csomok 12:09 PM - May 18 Open

Watch Client Hub Welcome Video.

☐ Mark as done

Diane Csomok 11:52 AM - Mar 12 Open

Bank Access - Please provide a list of Bank Names and Account Numbers that your company uses.

[Select a file to upload](#)

Diane Csomok 12:03 PM - Mar 12 Open

Please attach a copy of the current YTD bank reconciliations and statements

[Select a file to upload](#)

Diane Csomok 7:41 AM - Jun 28 Open


Please provide a copy of the company W9.


[Select a file to upload](#) [Submit](#)


[New Tracked Items](#)


Links


Apps [Manage](#)

 **QuickBooks**  
Accounting


 **Bill.com**  
A/P and A/R


 **Expensify**  
Expense Management


 **Gusto**  
Payroll


 **Tickets**  
Support


Resources [Order >](#) [Manage](#)

 **Client Onboarding Status**  
Current status of your onboarding to Redmond Accounting

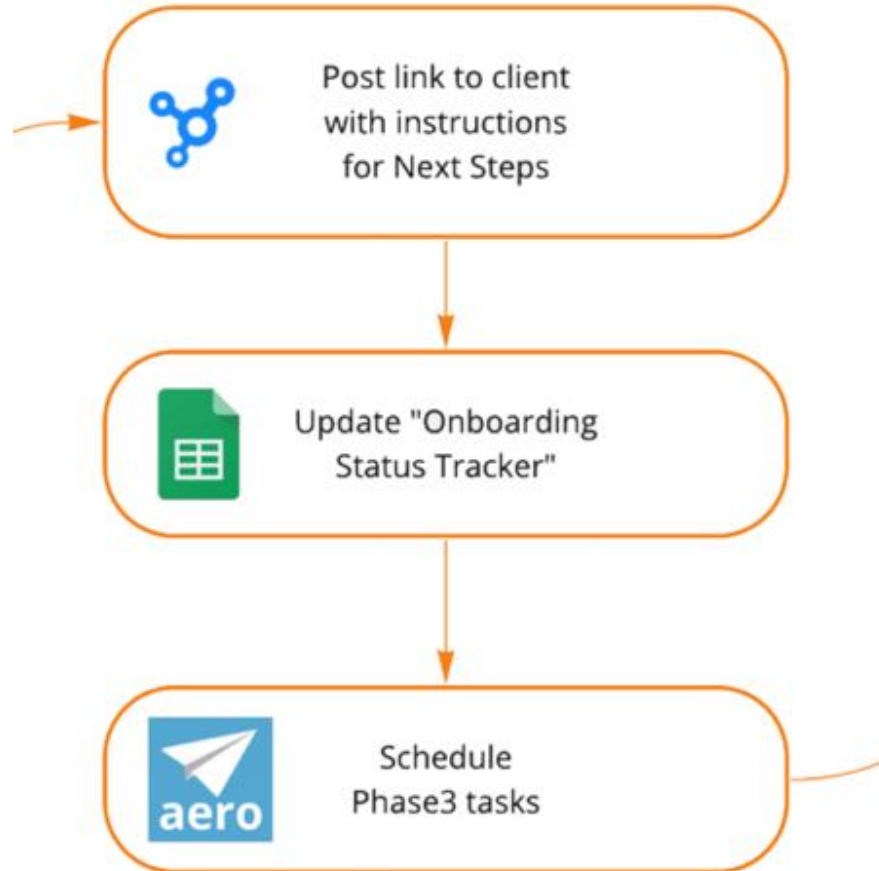
 **2019 Bill.com - new interface**  
Information about the new Bill.com user interface launching in 2019

 **Reconcile Accounts**  
Tutorial video from Intuit QuickBooks

 **New employee**  
Submit this info to add new employee to payroll


 **Join meeting**  
Click to join meeting

# 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



WorkManageSetupQuick LinksLibraryAdmin


Hello Laura!Log off


Client Onboarding Phase #3: Gather info

	Name	Description	Resources
<input type="checkbox"/>	Update "Client Onboarding Status Tracker" for this Phase to "In Progress"		
<input type="checkbox"/>	Check off items below, as received in Client Hub . (keep checking on this and defering 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, mult), 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	
<input type="checkbox"/>	Update "Client Onboarding Status Tracker" for this Phase to "Done"		
<input type="checkbox"/>	Schedule Aero for OB Phase #4 - Setup		



# System > Onboarding > Phase #4 Setup Structure


[Work](#)
[Manage](#)
[Setup](#)
[Quick Links](#)
[Library](#)
[Admin](#)

[Hello Laurel](#)
[Log off](#)


## Client Onboarding Phase #4: Setup structure

	Name	Description	Resources
<input type="checkbox"/>	Update "Client Onboarding Status Tracker" for this Phase to "In Progress"		↑
<input type="checkbox"/>	Setup client email alias client@femname.com		↑
<input type="checkbox"/>	Setup Teamwork inbox & Teamwork client portal		↑
<input type="checkbox"/>	Create zap to add an aero when tickets assigned for this new client	Clone from another client	↑
<input type="checkbox"/>	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	
<input type="checkbox"/>	Create aero to set up each app identified for this client:		
<input type="checkbox"/>	Create aero to Setup QBO		↑
<input type="checkbox"/>	Create aero to Setup BDO		↑
<input type="checkbox"/>	Create aero to Setup Expensify		↑
<input type="checkbox"/>	Create aero to Setup Gusto		↑
<input type="checkbox"/>	Update CS > "insights" doc with any insights from Setup	to improve future onboarding efforts	↑
<input type="checkbox"/>	Schedule master series for recurring services		
<input type="checkbox"/>	Review all data & systems for integrity		
<input type="checkbox"/>	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	
<input type="checkbox"/>	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	
<input type="checkbox"/>	Schedule Phase #5 Transition Meeting with client. Onboarding rep and service team. Send agenda to client with this email.		
<input type="checkbox"/>	Update "Client Onboarding Status Tracker" for this Phase to "Done"		↑
<input type="checkbox"/>	Schedule Aero for CS Phase #5 - Transition Meeting		

# System > Onboarding > Phase #4 > setup email

Dashboard

Tickets

Help Docs

Reports

People

Search

+

🔄

🔔

📅

👤

Smart Inboxes

Emma's inbox

All Tickets 17

Active 5

Closed 12

Inboxes

Starred Inboxes

New 4

Assigned 4

Mine 8

Solved 1

Closed 20

My Tickets

New 6

Closed 13

Marketing

New 8

Mine 3

Solved 1

Closed 24

Sales

5

Emma's inbox - 18 tickets

Add New

Customer	Subject	Created	Priority
Maria Hernandez Sales	Dashboard demo reschedule Hi Emma, Can we reschedule our demo for next week, please? Thanks, Maria	less than a minute ago	-
Jason Fleming Sales	Teamwork Desk Demo Hi there, I'd love to get a demo of Teamwork Desk next Friday - do you have availability? T...	3 minutes ago	-
Clara Deany Marketing	Teamwork Desk webinar Hi there, I attended the Teamwork Desk webinar last week and am wondering if you can...	4 minutes ago	-
Anna Deany Sales	We loved it! Hi Emma I'd like to thank you for today's demo, it's delighted to say the team are sold on...	April 24th 2019	-
Joe Wilson Marketing	Client visit I have attached the completed case study template. - Emma Ross emmaross@th...	January 21st 2019	-
Maria Hernandez Marketing	DESK TEST Thanks! The case study template is attached to this mail. - Doreen Binky emmab...	December 6th 2017	-
Harry Smith Marketing	Feedback I have attached the completed case study template. - Emma Ross emmaross@th...	January 21st 2019	-
Lisa Jones Marketing	Client visit I have attached the completed case study template. - Emma Ross emmaross@th...	January 21st 2019	-

1/18 of 18

# System > Onboarding > Phase #4 > setup apps

### QBO: Setup - create client company for new business

Name	Description	Resources
<input type="checkbox"/> Add Client	Log in to QBOA. Left Navigation Bar > Your Practice > Clients. Click Add Client button on top right hand corner of screen	
<input type="checkbox"/> Contact information	Enter contact information for new business. Click Next button	
<input type="checkbox"/> Subscription	Specify	
<input type="checkbox"/> Team	Select	
<input type="checkbox"/> Access new company	Your new Bookkeeper	
<input type="checkbox"/> Setup Wizard	The setup screen step 1	
<input type="checkbox"/> Company Settings	Navigate information person	
<input type="checkbox"/> Chart of Accounts	Setup Account Other	

### 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 hand corner

- 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 C

### 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

it you want to link to user (Master Admin, is added by Expensify. ing Connection and

### BDC: Setup - create client account



Name	Description	Resources
<input type="checkbox"/> 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.	
<input type="checkbox"/> Access	Return to Client List and click to access new BDC account	
<input type="checkbox"/> 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.	
<input type="checkbox"/> Sync preferences	Gear > Settings > Sync Preferences: Review defaults and be sure to update any left blank or incorrect.	
<input type="checkbox"/> Startup checklist	Navigate to Gear > Startup Checklist to configure appropriate settings	
<input type="checkbox"/> Configure inbox	Gear icon > Startup Checklist > Inbox: Specify custom inbox email address and fax number	
<input type="checkbox"/> 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).	
<input type="checkbox"/> Payables approval	Gear icon > Startup Checklist > Approval: Configure bill approval workflow	

# System > Onboarding > Phase #4 > **schedule recurring service**







Assigned To*	Diane Csornok	▼
Company	VRC	▼


Renewal Pattern	Weekly	▼
Repeat Every	1	▲▼
1st Occurrence*	10/3/2019 9:56 PM	📅 ⌚
Repeat Until		📅 ⌚
OR Ends after	0 occurrences	▲▼

Sunday	<input type="checkbox"/>
Monday	<input checked="" type="checkbox"/>
Tuesday	<input type="checkbox"/>
Wednesday	<input type="checkbox"/>
Thursday	<input type="checkbox"/>
Friday	<input type="checkbox"/>
Saturday	<input type="checkbox"/>

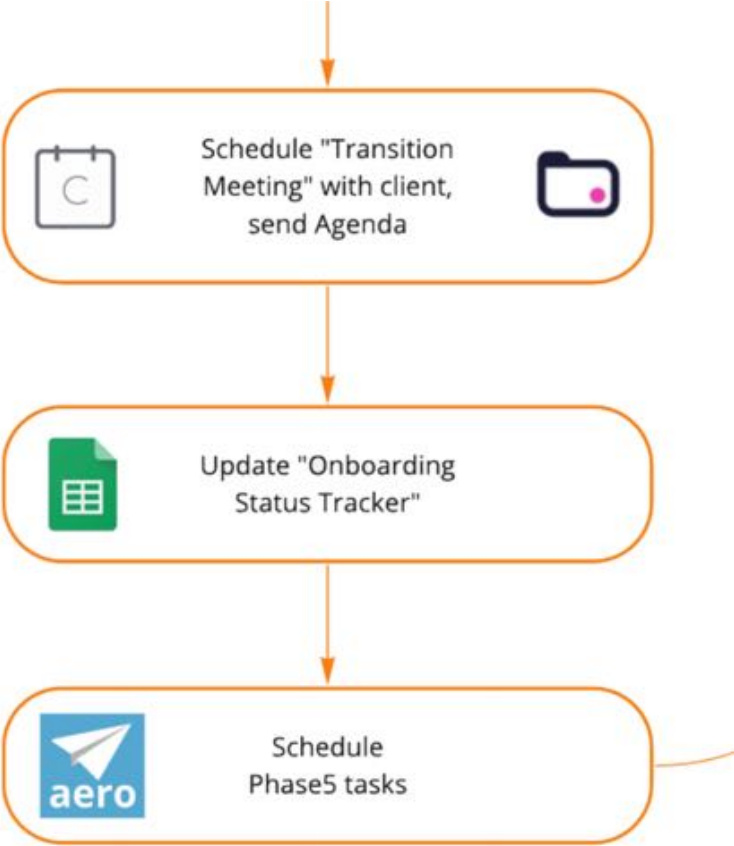
 [Work](#) [Manage](#) [Setup](#) [Quick Links](#) [Library](#) [Admin](#) Hello laura! [Log off](#) 

## QBO: Banking Feeds

Name	Description	Resources
<input type="checkbox"/> 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.	  
<input type="checkbox"/> 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.	
<input type="checkbox"/> 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.	
<input type="checkbox"/> 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.	
<input type="checkbox"/> 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.	
<input type="checkbox"/> 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.	
<input type="checkbox"/> 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.	


 **Help** receipts In QuickBooks tab: click the link for each transaction added today and attach receipts as needed

# System > Onboarding > Phase #4 > **prep next phase**











<input type="checkbox"/>	Schedule Phase #5 Transition Meeting with client, Onboarding rep and service team. Send agenda to client with this email.
<input type="checkbox"/>	Update "Client Onboarding Status Tracker" for this Phase to "Done"
<input type="checkbox"/>	Schedule Aero for OB Phase #5 - Transition Meeting

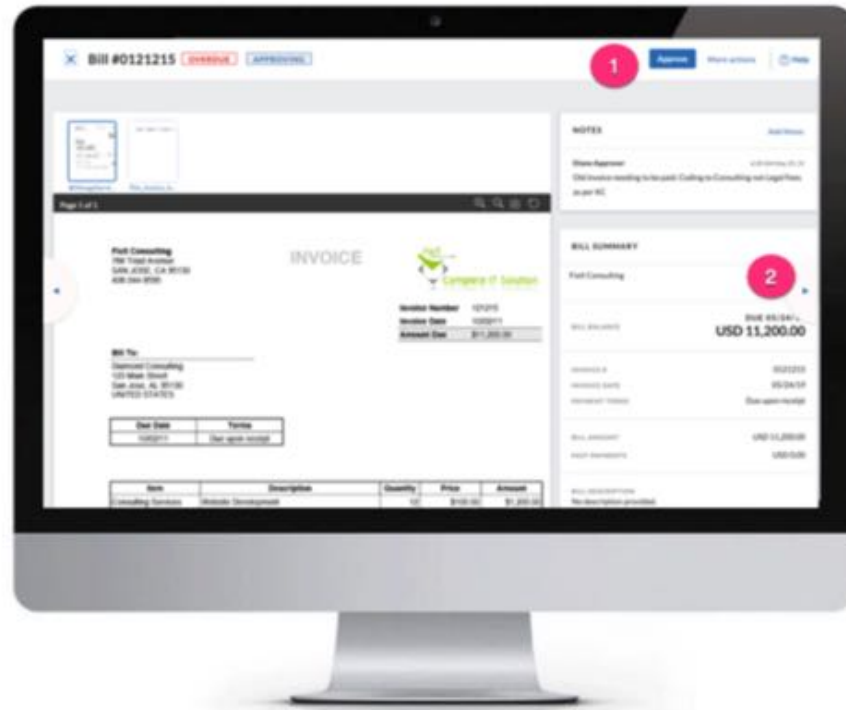
# System > Onboarding > Phase #5 Transition Meeting

 <a href="#">Work</a> <a href="#">Manage</a> <a href="#">Setup</a> <a href="#">Quick Links</a> <a href="#">Library</a> <a href="#">Admin</a> <span>Hello laural! <a href="#">Log off</a></span>			
Client Onboarding Phase #5: Training & Transition			
	Name	Description	Resources
<input type="checkbox"/>	Update "Client Onboarding Status Tracker" for this Phase to "In Progress"		
<input type="checkbox"/>	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!	
<input type="checkbox"/>	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.	
<input type="checkbox"/>	Have client share screen	Share client screen so that they can drive	
<input type="checkbox"/>	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.	
<input type="checkbox"/>	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.	
<input type="checkbox"/>	Review and reinforce agreement, per engagement letter / proposal	review frequency of service	
<input type="checkbox"/>	Review Status of Tracked Items & Setup work		
<input type="checkbox"/>	Discuss any cleanup or catchup work and client involvement		
<input type="checkbox"/>	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.	
<input type="checkbox"/>	End meeting		
<input type="checkbox"/>	Update "Client Onboarding Status Tracker" for this Phase to "Done"		
<input type="checkbox"/>	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

CUSTOMER	SUBJECT	CREATED	PRIORITY
 Maria Hernandez Sales	Dashboard demo reschedule Hi Emma, Can we reschedule our demo for next week, please? Thanks, Maria	less than a minute	-
 Jason Fleming Sales	Teamwork Desk Demo Hi there, I'd love to get a demo of Teamwork Desk next Friday - do you have availability? T...	3 minutes ago	-
 Ciara Deasy Marketing	Teamwork Desk webinar Hi there, I attended the Teamwork Desk webinar last week and am wondering if you can ...	4 minutes ago	-
 Anna Deasy Sales	We loved it! Hi Emma I'd like to		
 Joe Wilson Marketing	Client visit I have attached the		
 Maria Hernandez Marketing	DESK TEST Thanked The Law s		
 Harry Smith Marketing	Feedback I have attached the		
 Lisa Jones Marketing	Client visit I have attached the		



## My Test Company

Redmond Accounting Inc

Starting on January 1, 2019

### Your Service Summary

#### 1. Structure

- System Architecture
- Client Hub
- Genius Bar

#### 2. Accounting

- Reconcile & Review, *Monthly*
- Close, *Monthly*
- Cash Flow, *Monthly*
- Controller Call, *Monthly*
- Reporting, *Available 24/7*

#### 3. Bookkeeping

1 Summary 2 Schedule

### Tracked items

ALL OPEN

Remind all

Diane Csornok 12:09 PM - May 16

Open

Watch Client Hub Welcome Video.

☐ Mark as done

Diane Csornok 11:52 AM - Mar 12

Open

Bank Access - Please provide a list of Bank Names and Account Numbers that your company uses.

[Select a file to upload](#)

Diane Csornok 12:09 PM - Mar 12

Open

Please attach a copy of the current YTD bank reconciliations and statements

[Select a file to upload](#)

Diane Csornok 7:41 AM - Jun 26

Open

Please provide a copy of the company W9.

[Select a file to upload](#)

Submit

[New Tracked Items](#)

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

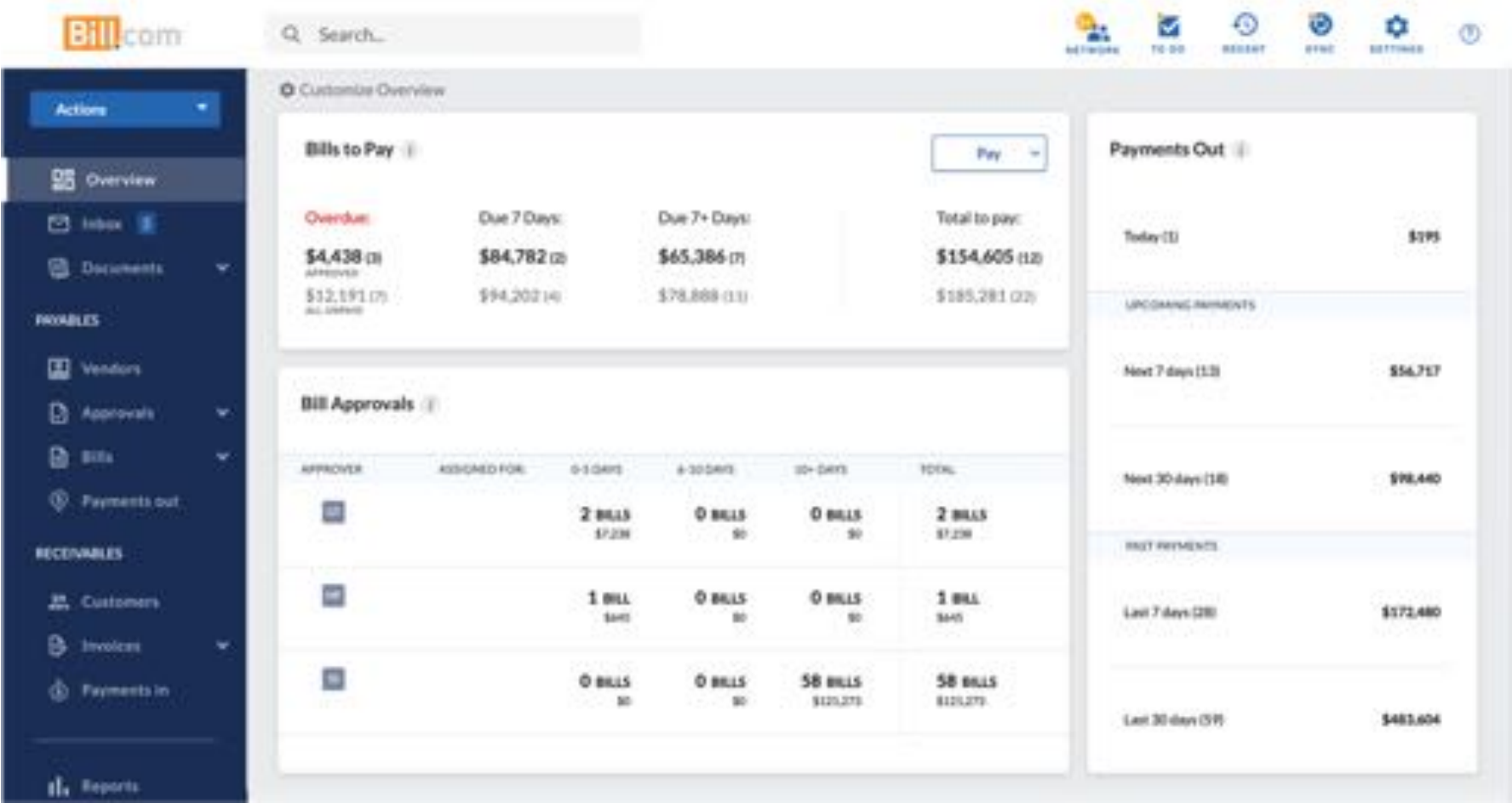
### Cherry's Express

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

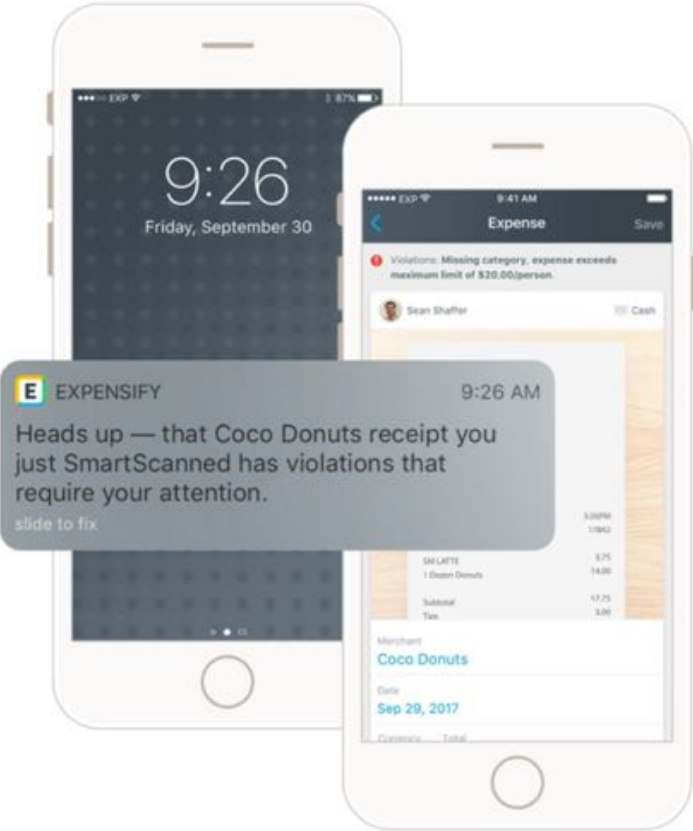
Assigned To	Subject	Project	Estimated Time	Average Actual Time	Variance Amount
Robert	Reconcile Bank Account - Fed Credit Union		0.25	0.09	0.17
			Total: 0.25	Total: 0.09	Total: 0.17

Results > Service > Controller > **payables**





# Results > Service > Controller > expense reports



Reports

New Report

Advanced Search

Reset

Report name or email

From

To

All

Expenses

Invoices

All Submitters

Just Me

All policies

Show \$0 Reports

Open

Processing

Approved

Reimbursed

Closed

NAME

TOTAL

POLICY

FROM

TO

SUBMITTED

EXPORTED

New Expense Report

Processing

\$57.48

[not shared]

employee.maggie@expe...

manager.nell@expensicor...

Mar 3, 2016

Transfer Test

Processing

\$2,000.00

Invoicing Test Corporate

employee.maggie@expe...

manager.nell@expensicor...

Feb 26, 2016

New Expense Report

Processing

\$1,003.50

United Airlines

DoubleCheck verified

ASHD9H

Violations:

1. Expense exceeds maximum expense limit of \$500.00/person

2. Expense amount is 0.35% greater than the receipt amount of \$1,000.00


Item 1 of 4

View

Approve

Reject


# Results > Service > Controller > payroll



### Payroll journal

View your employees' past earnings, deductions, and taxes.


[View >](#)



### Year to date

View your employees' year-to-date earnings, deductions, and taxes.


[View >](#)



### Agency payments

See all tax and employee garnishment payments that Gusto has made on your behalf.


[View >](#)



### Time off balances

View your employees' accruals and balances for each policy.


[View >](#)



### Employee summary

All the details about your employees' compensation and taxes, in one simple report


[View >](#)



### Bank transactions

View every bank account transaction initiated by Gusto.


[View >](#)



### Benefits report

See company contributions and employee deductions for the benefits you provide.

[View >](#)



### Time off requests

View your employees' requested, approved, and declined requests.

[View >](#)

Results > Service > Controller > ledger

Bookkeeping review

Accountant-only viewFeedback?

Stay efficient and plan ahead with this snapshot of your client's books.

> COMPANY SETUP

> BANKING ACTIVITY

< COMMON ISSUES

Find other accounts in QuickBooks Online that may need your attention.

Undeposited funds

Account not created

--

Uncategorized asset

\$0.00

0 transactions

Uncategorized income

0 transactions

Uncategorized expense

2 transactions

Opening balance equity ⓘ

\$0.00

Negative asset and liability accounts

0

< TRANSACTION VOLUME | Last 30 days >

Figure out your workload for this client.

Bank transactions

755

Invoices

90

Bills

251

Bill payments

276

# Results > Service > CFO > insight



# Results > Service > CFO > strategy

### QUARTERLY ROCKS

AccRock

AP

Trifold brochure, proposal template and website draft complete

EM

Survey current clients and plan

EM

Hire new developer/consultant

EM

Complete departmental performance review

WorkspaceL10EvalsSurveysPeople

1m6:16:17

Agenda

SegueScorecardRock ReviewHeadlinesTo-do ListIDS

Scorecard		Jan 6 Jan 12	Dec 30 Jan 5	Dec 23 Dec 29	Dec 16 Dec 22	Dec 9 Dec 15
ACC	MEASURABLE	GOAL				
	Overall Budget	< \$75,000	\$74,550	\$79,926	\$79,232	\$79,232
	Cumulative	< \$46,709,008.34	\$46.15	\$49.38	\$49.17	\$49.17
	Leads Won	> 50	58.88	48.41	54.38	48.41
	Patient Enrollment	> 25	26.15	22.71	26.32	26.32
	Billing Errors	< 0	0	0	0	0
	Monthly Revenue	> \$5M	\$5.85M	\$5.85M	\$4.92M	\$5.85M
	Cash Balance	> \$75,000	\$78,386	\$89,648	\$82,547	\$79,111
	AR > 60 Days	< 130,000	\$28,659	\$38,584	\$36,614	\$27,111
	30-Day Pipeline	< \$1.5M	\$1.52M	\$1.52M	\$1.52M	\$2.4M
	Contracts (\$)	< \$160,000	\$156,269	\$216,273	\$261,177	\$142,111
	Contracts (K)	> 2	2.84	11.99	11.99	11.99
	Initial Sales Meetings	> 12	11.99	11.99	11.99	11.99
	New Leads	> 36	11.99	11.99	11.99	11.99
	Big equipment sales in the north	> \$500,000	\$481,854	\$481,854	\$481,854	\$481,854
	Projects Over Budget	< 1	0.94	0.94	0.94	0.94
	Defects to Clients	< 0	0	0	0	0
	Projects Late	< 1	0.99	0.99	0.99	0.99
	Utilization Rate	> 80	76.14	76.14	76.14	76.14

0m11:02:43

Agenda

Segue5mScorecard5mRock Review5mPeople Headlines5mTo-do List5mIDS60mConclude5m

Follow meeting leader:

Locked

View V/TO >

Accountability Chart >

IDS

ColumnsClear SelectionSortNotesNew IssueNew Todo

AP

Next Generation Technology

→

VID

EM

Accounting Software

→

VID

EM

Finance Department Level 10 Meeting

→

VID

EM

Revise financial department structure

→

VID

LT

Technical Training

→

VID

AP

Marketing Process

→

VID

LT

Scorecards & Measurables for all

→

VID

CH

Working outside the Core Focus

→

VID

TO-DO

LEVEL 10 TO-DO's

✓

"Turnover" was not entered.

✓

Send project update to Sales Team re: new sof...

MY TO-DO's +

☐

This is a personal ToDo - no one can see this...

☒

New todo on mobile

☐

Meeting with Clay and Jeff

☐

A new to-do

☐

No internet handling

☐

Test build 11

☒

Meeting with Clay and Jeff

☐

A new to-do

☐

No internet handling

☐

Test build 11

Results > Service > CFO > **automation**

Asset Details

Add new or click existing above to edit

Description

Test: iMac 27"

ConfigurationHardware

these are the details related to processor, harddrive, RAM, monitor, etc

ConfigurationSoftware

these are the details related to OS, version, etc

TagID

00001

SerialNumber

1234567890

PurchaseDate

Jan-01-2019

PurchaseAmount

1.00

AssetCategory

Computer

Location

☒ Employee ☐ Customer

Employee

Mac Thompson

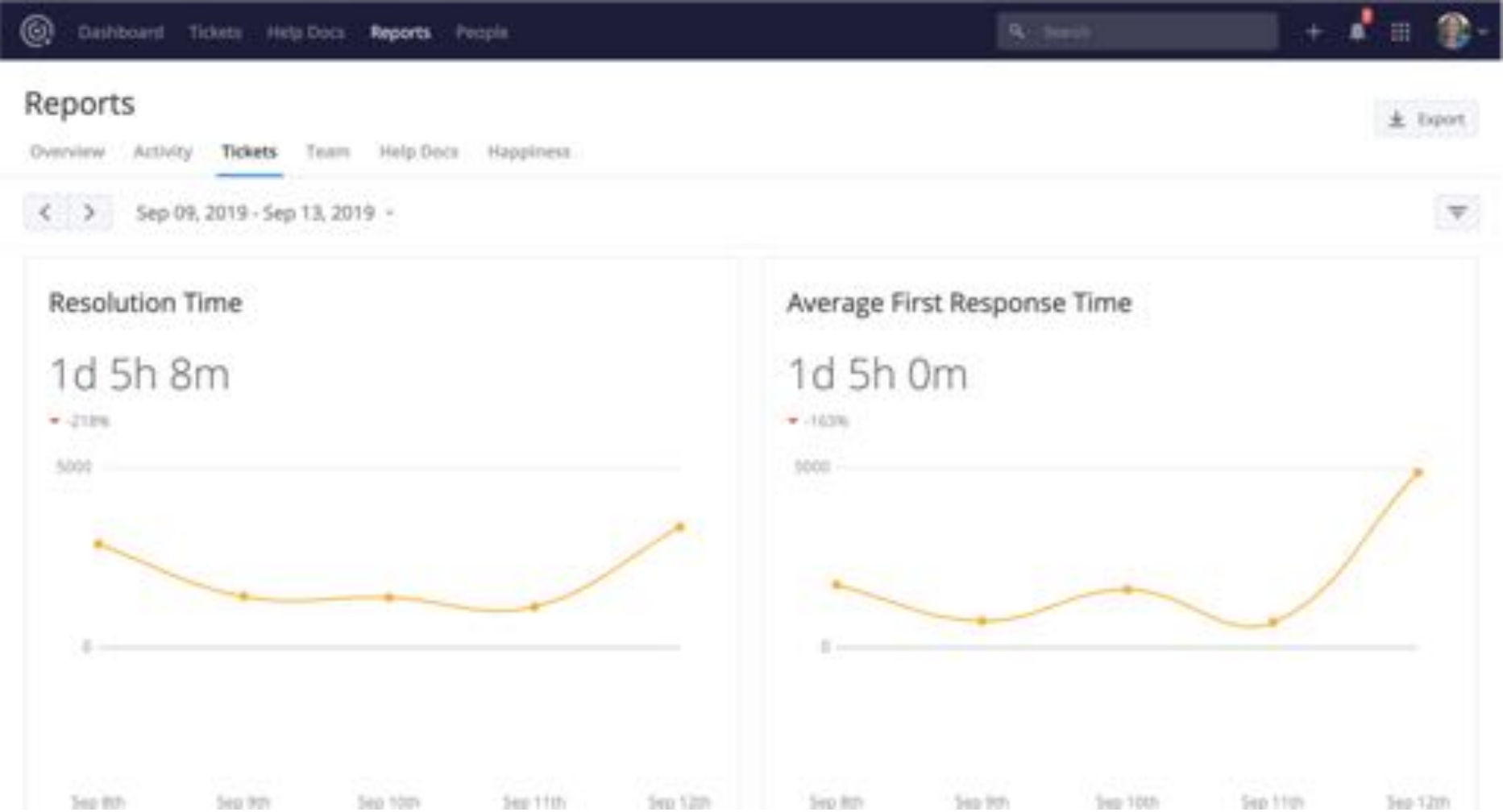
☒ IsActive

Save & New Save Clear

Manage Categories

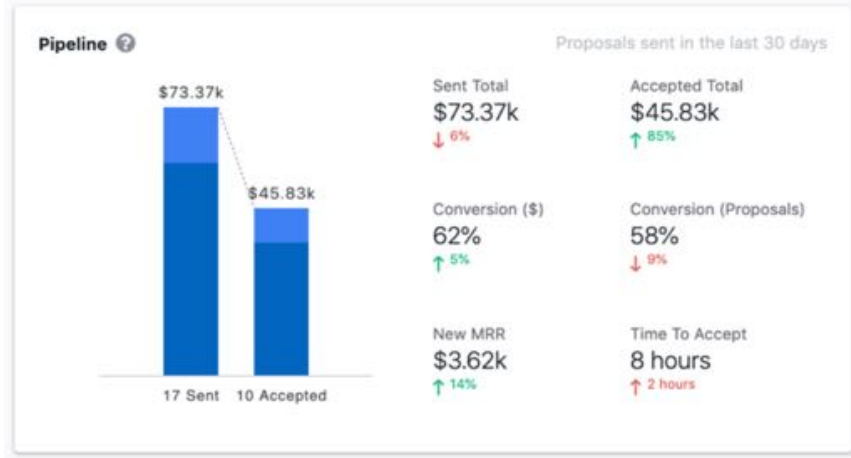
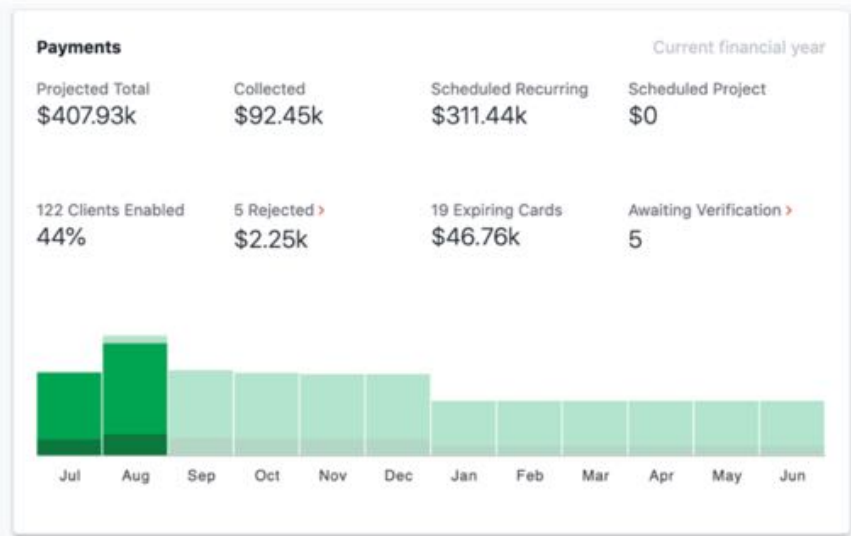
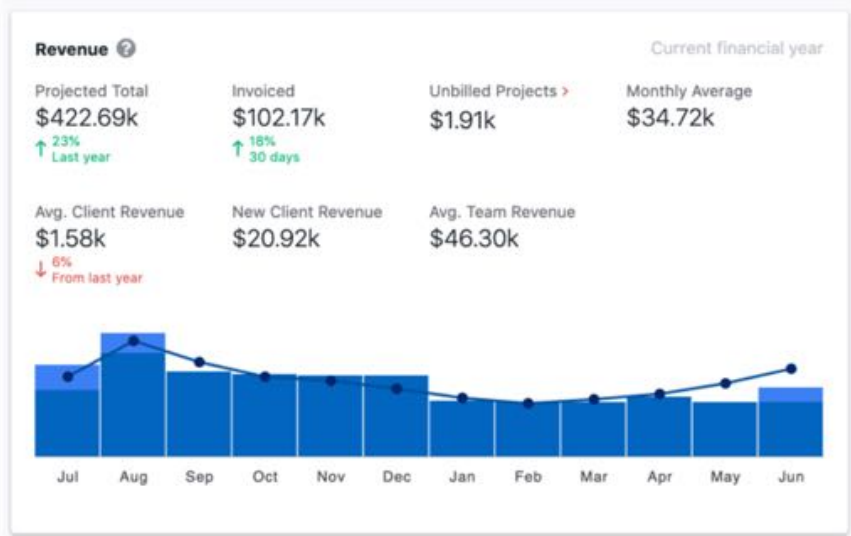


Results > Service > Support > **response rate**

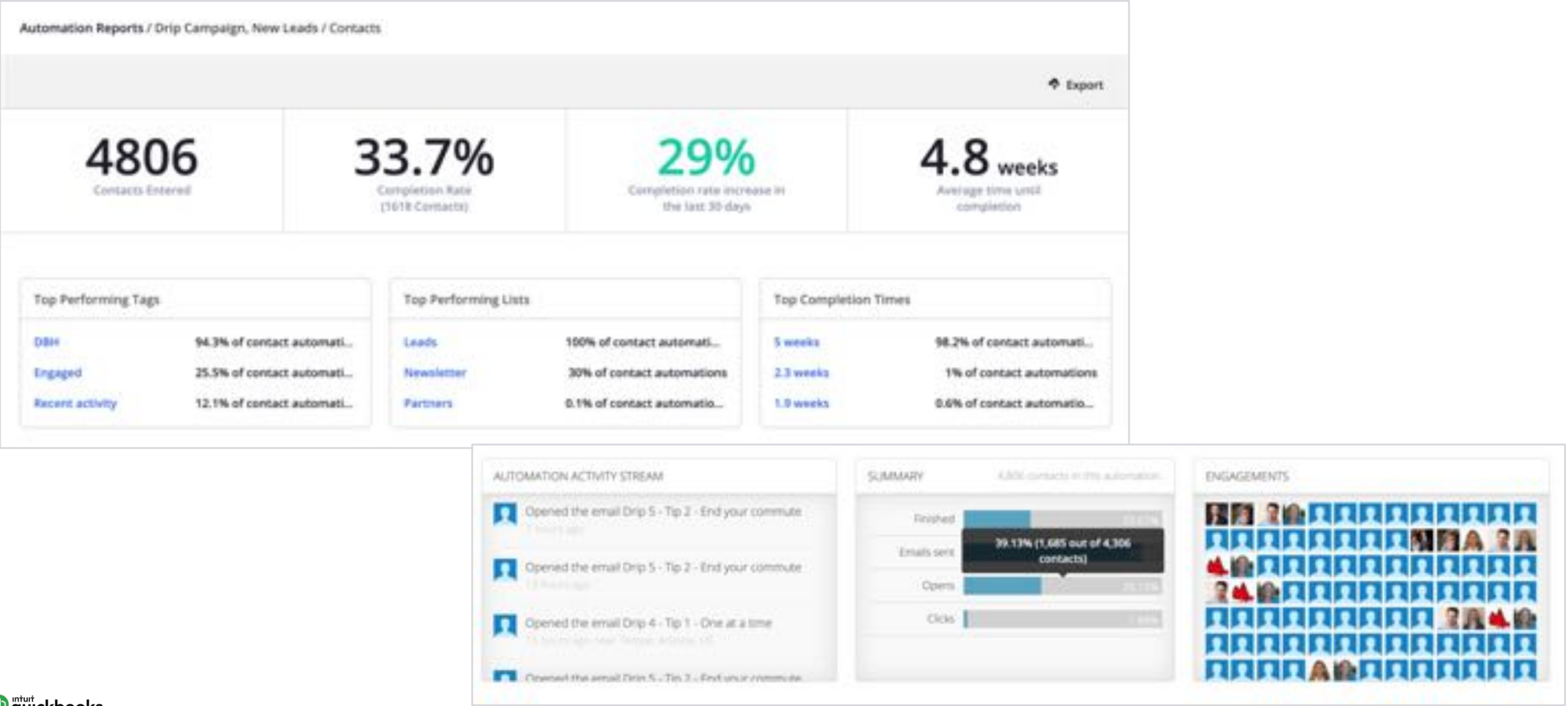




# Results > Firm > Sales > engagements



# 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

Time Entries By Company

Last Week

9/22/2019 - 9/28/2019

Support Hours

Last Week

9/22/2019 - 9/28/2019

Actual vs Estimates by Company

Last Week

9/22/2019 - 9/28/2019

Open Aeros Overdue

Last Week

9/22/2019 - 9/28/2019

# Results > Firm > Finance > profitability

Last Month  
8/1/2019 - 8/31/2019

Robe Robert

Date	Date	Company	Manager	Aero Type	Service Item	Time	Times Notes	Aero Subject	Project	Rate	Revenue	Cost	Margin
8/19/2	8/19/2019	BMO Acupuncture	Shelly	Accounting	Accounting	0.02	QBO: Banking Feeds	QBO: Banking Feeds		\$100.00	\$1.67	\$0.50	\$1.17
8/22/2	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
8/21/2	8/21/2019	Blackwater	Shelly	Accounting	Accounting	2.00	meeting	meeting		\$100.00	\$200.00	\$60.00	\$140.00
8/22/2	8/22/2019	Beach Cities	Shelly	Overhead	Overhead	0.02	BDC: Pay Bills	BDC: Pay Bills		\$0.00	\$0.00	\$0.50	(\$0.50)
8/27/2	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
8/28/2	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:					Total:	Total:	Total:
						6.95					\$662.10	\$208.54	\$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](http://www.redmondaccounting.com/QBC2019)**



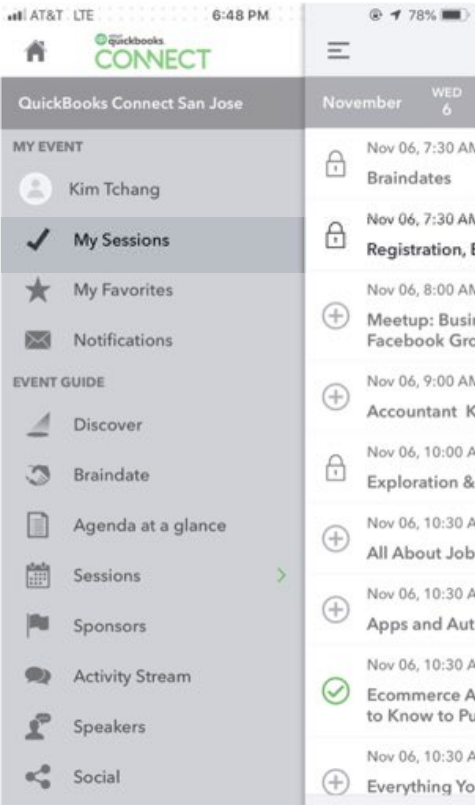


# Questions?

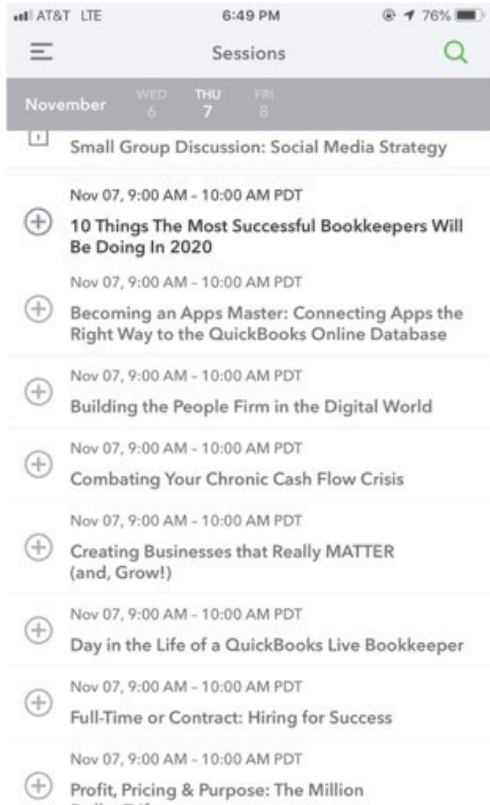
# Rate this Session on the QuickBooks Connect Mobile App

Provide feedback to help us design content for future events

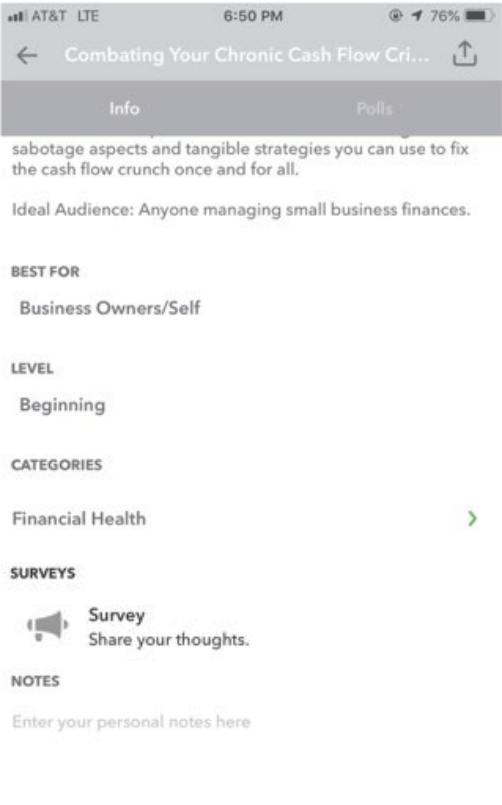
## 1. Select Sessions



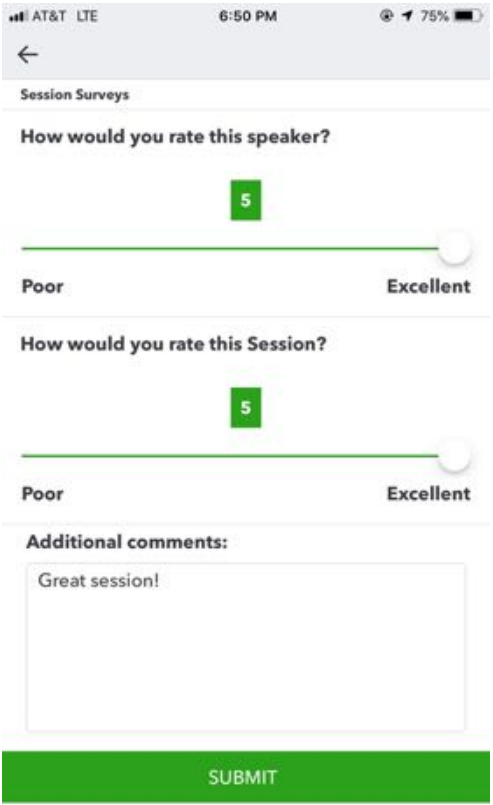
## 2. Select Session Title



## 3. Select Survey



## 4. Add Ratings



# Material Download

1. Find the session on the agenda
2. Select + for more information
3. Download PDF of slides and/or supplemental material

<https://quickbooksconnect.com/agenda/>

The screenshot shows the QuickBooks Connect agenda page for November 7. The header includes the QuickBooks Connect logo, navigation links (Why Attend, Agenda, Speakers, Pricing, Sponsors, Travel, FAQ), and a 'Register now' button. Below the header, there are tabs for November 6 (Accountant Day), November 7 (selected), and November 8. A 'Print Agenda' link is also present. The main content area features a search bar labeled 'Search for sessions' and a row of filters: Business Growth, Life & Business Skills, Organizational Culture, Technology Training, Advisory, and Financial Health, with an 'Expand all +' link. The agenda items for November 7 are listed in a table-like format with time slots on the left and session details on the right. The sessions include: 7:30-7:00 am (Registration, Breakfast & Exploration), 7:30-10:30 am (Braindates, with a description and a 'Learn more' link), 8:00-8:30 am (Yoga), and 8:00-8:45 am (Breakout Sessions). The Breakout Sessions section lists five items: Small Business Meetup: Relationship Marketing and the Power of Human Connection, Small Group Discussion: Social Media Strategy, Small Group Discussion: Showing up - Why What You Wear Matters, and Small Group Discussion: Build Your Dream Bookkeeping firm. Each session has a '+' icon to its right, indicating it can be expanded for more details.

Time	Session Title	Action
7:30-7:00 am	Registration, Breakfast & Exploration	
7:30-10:30 am	Braindates New this year, you can use Braindates to book time with fellow attendees, expert consultants and the QuickBooks support team. <a href="#">Learn more</a> Best for: All Audiences CPE Hours: not eligible	✕
8:00-8:30 am	Yoga	+
8:00-8:45 am	Breakout Sessions	
	Small Business Meetup: Relationship Marketing and the Power of Human Connection	+
	Small Group Discussion: Social Media Strategy	+
	Small Group Discussion: Showing up - Why What You Wear Matters	+
	Small Group Discussion: Build Your Dream Bookkeeping firm	+



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