SURE**PAYROLL**
A Paychex® Company

Running Payroll for Your Clients?

You can turn a payroll problem into a profit! Accountants are problem solvers by nature. When they handle client payroll they convert jumbled numbers into finished products. They create order out of chaos. Such is exactly the opportunity that lies before accountants across the United States. With the help of a trusted partner, they can convert a current leaky cost center in their business into a profit center. They can convert a chaotic business problem into order, harmony and extra money.
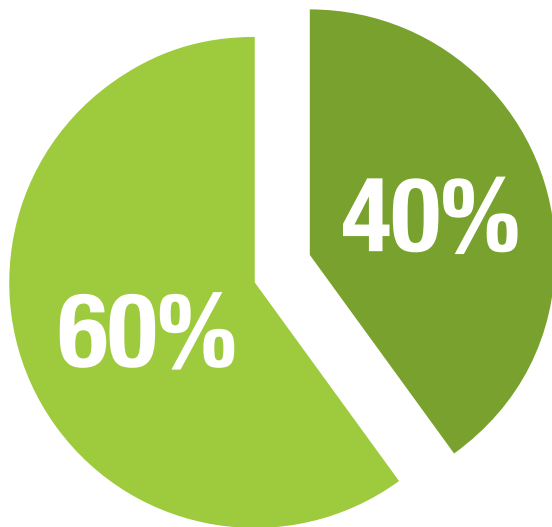
Accountants and Payroll

Payroll is the problem and it also is the solution. While some accountants are already doing payroll for their business clients, the question remains, are they handling payroll in the most efficient and profitable way possible?

Payroll Another Way

Let's face it, when it comes to your clients, payroll can be a pain. What if the entire process could be handled affordably by one company and the record keeping was in perfect synch with yours? Simplified record keeping isn't the only reward. Under this scenario, an accountant is rewarded for every client who uses this streamlined product. The accountant gets better integration with each client and potentially, some extra money. The automation gives the client a pain free payroll experience. It's the classic case of solving a complex equation.

Payroll for most accountants is essentially a side service. In most cases, it becomes a "necessary evil" and not a prized central profit center. A comprehensive, **easy online payroll service** such as SurePayroll can change that!

Did you know 40% of business owners are already sold on the idea of payroll services in the cloud!

40%

60%

- 40% indicated they would consider payroll services from a cloud-based provider
- 60% need to be educated on the benefits

Source: The National Small Business Association (2011)

Increased Value

The business world like the rest of the world is moving online. While we used to buy off-the-shelf or proprietary software to perform office functions, the benefits of online software solutions has become apparent. Software-as-a-Service (SaaS) online payroll services are affordable and offer great advantages in mobility, convenience and accuracy.

Robust online payroll services, for example, will perform all calculations and deductions, deposit and file all payroll taxes and accompanying IRS forms, report new hires to appropriate agencies and more. You never have to worry about updating software or keeping up with the flurry of new IRS tax tables. And payroll can be processed easily from any computer or mobile device with an Internet connection.

SurePayroll, for example, has devised a way for accounting firms to move their current client payroll business to their own branded profit center. Instead of doing payroll in-house using traditional software or referring the business to outside firms, the accountant gets the best of both worlds. He or she can enlist in the SurePayroll for Accountants Reseller Program and take advantage of easy-to-use online features to service their clients. The accountant retains the payroll business with much less employee overhead and the accountant and client stay in perfect record keeping integration at tax time.

How Does This Work?

Number of Customers	Revenue per Month at $100 per Invoice	Revenue per Month at $150 per Invoice
25	$2,500	$3,750
50	$5,000	$7,500
75	$7,500	$11,250
100	$10,000	$15,000

It couldn't be easier. There is no upfront investment and you get to choose the markup per client you want. Your clients will have a branded product with your business name, logo and color scheme.

Your clients are using a white-label SurePayroll product under your company's name. All you have to do is enroll your clients and manage their payroll using SurePayroll's easy-to-use client dashboard.

The actual enrollment process is akin to signing in under any online product: You provide a username and password and basic information. You also identify any clients already using SurePayroll. You then will receive a call from a SurePayroll representative who will answer any questions you may have.

By having control over the markup per client, you can gauge how proficient and willing each client will be in adapting to the new system. Some will want to handle it entirely on their own. Others will ask for light supervision. Using a SurePayroll product is highly simplified compared to traditional payroll software and allows a payroll manager to file payroll in a matter of minutes. Since your company will be in charge of managing the process under the reseller agreement, it means you will need minimal personnel allocated to the task. With many clients, there will be little to no oversight required.

SurePayroll for Accountants

The Reseller Program is being used successfully by accounting firms across the country. Check out what accountants are saying about the program.

Team Jenn, California and Colorado based accounting firm

Founder Jenn McCabe operates a tech savvy accounting firm with offices in California and Colorado. Like many other accounting firms, she was spending way too much time integrating payroll services into her business. And she was finding a technology problem dealing with different platforms. She turned to SurePayroll's Reseller Program and her problems disappeared and new money started coming in the door. "We were spending way too much time on the phone with other providers on inaccurate payrolls," she recalls. "And what they do have available online isn't Mac friendly. We have 10 Macs and 2 PCs. I hated all their steps to find simple payroll info online." Jenn has since switched more than half her clients to SurePayroll and loves the integration and profit it brings.

FlyDragon Consulting, a California based accounting firm

JoAnn Ortiz, founder of the Los Angeles-based accounting firm, was frustrated that she lacked time to build her business through the burgeoning social media world. She was using social media to promote her business, but her time was crowded out with other duties, such as managing payroll. She looked around for an easier and more affordable payroll option for her clients and found it in SurePayroll's reseller program. Suddenly, she had more time on her hands to build her business via social media. "I used to waste so much time in customer service land trying to help my clients fix simple payroll errors," JoAnn recalls. "Now getting in touch with a rep is cake. And my clients are always saying, 'Wow, this really is easy.'" FlyDragon Consulting has remained a happy customer since.

Conclusion

In the business world, it is not often that you can simultaneously make your business more streamlined, simple and profitable in a single move. That is what an accounting firm can do if it partners with SurePayroll via its Reseller Program.

In addition to making your bottom line happier, your clients will be happier too because they'll be using an easier and more flexible format that even allows their employees access to payroll records.

You can start turning your current payroll business into a profit center today by heading to a trusted online provider like SurePayroll for Accountants. Chances are you won't regret it.