



# Outsourcing Your Accounting Pays in Many Ways

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**OUTSOURCING YOUR ACCOUNTING WORK FOR YOUR AGENCY IS A SMALL INVESTMENT WITH A BIG PAY OFF.**

**IF YOU ARE LOOKING** for ways to reduce overhead and focus on your core agency business, now is the perfect time to make the switch to outsourcing your accounting work. Personal finances and the accounting aspects of a business can be managed better and more effectively by an external expert, allowing business owners and companies to focus on their core competencies rather than the latest accounting regulations or technological advancements.

### Focus on Your Agency

Like most executives and entrepreneurs, you recognize that your attention should be focused on the strategic issues facing you or your company. In reality, you spend much of your time on administrative details like budgeting, cash flow management and processing transactions.

These practices are important, but not crucial for you or your agency's continued strategic growth. In fact, executives spend a large portion of their time on the day-to-day operations, leaving only small amounts of time for planning and decision-making that is so important to a company's strategic direction. Day-to-day activities – such as billing, accounts payable and receivables, expense report processing, general ledger management – can be streamlined and improved.

### The Outsourcing Solution

Both small and large organizations, as well as individuals can benefit from outsourcing. The question of whether to hire employees to perform certain accounting functions or to contract for those services is a hot topic for agencies of all sizes. The issues of employee liability, confidentiality, flexibility in managing peak workload times and finding appropriate skill levels to fit specific needs, have agencies increasingly looking to the outside for help. Larger organizations experience how their once efficient in house accounting solutions have outlived their competitiveness as compared to outsourcing the same functions.

Outsourcing accounting services enables individuals and businesses a cost effective way to streamline their businesses and their lives. When using an accounting firm for these services, you are engaging trusted advisors that are governed by a higher

standard of professional ethics. Confidential information is efficiently managed for you, using the latest in technology, creating a paperless process, helping you focus on accumulating, and maintaining, your wealth.

Outsourcing is now a key component of many successful executives' personal business plans. Managing one's financial affairs is complex and time-consuming, and too important to leave to chance. Trusted business advisors enable you to solve problems, save money, and remain compliant with state and federal regulations, while keeping up with fast paced lifestyles. By developing a financial game plan to reach short and long term goals, an advisor assumes responsibility for coordinating and managing evolving financial and personal needs, from tax returns and retirement planning, to planning for a second career and general business and investment matters.


### Lose the Headache, Keep Control

Outsourcing accounting work does not mean that you lose control of your financial information; in fact, you now have greater control by having more regular information and explanations than you had before, with the benefit of professional expertise to forecast your cash flow, and your profitability.



When considering outsourcing, individuals are often concerned about the safety of their financial information and its accessibility. Outsourcing can be performed at your location or at the service provider's office or a balance of

both. Financial information is always accessible through a secure, password protected, Internet connection and is stored on a secure server, with regular back-up support. This allows executives to monitor their financial accounts, if they desire, 24 hours a day from anywhere in the world.

Professional outsourced accounting provides the highest level of accounting expertise and access to the latest technologies. Seasoned accountants make your accounting process more efficient, bringing you timely accurate, real time financial information your agency needs to make critical business decisions. 

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