



**HELP YOUR BUSINESS *GROW***

# **DETAILS MATTER BOOKKEEPING**

***Services and Packages***

# WHAT DOES “BOOKKEEPING” EVEN MEAN?

## **POSTING ALL BUSINESS BANK TRANSACTIONS**

We will post all receipts and payments for all business bank accounts including PayPal.

## **RECONCILING BANK ACCOUNTS**

We will reconcile all business bank accounts. This means we match up what is in QuickBooks to your monthly bank statement to ensure all transactions have been accounted for and there are no duplicates, old transactions, or other issues.

## **POSTING PURCHASE INVOICES AND EXPENSES**

We will post expenses to the correct expense accounts enabling you to obtain relevant financial information, comply with the IRS, and get the most tax benefits possible.

## **RECORDING CASH TRANSACTIONS**

We will post all transactions paid with cash where you have proper receipts.

## **CREDIT CARD TRANSACTIONS AND RECONCILIATIONS**

We will post all transactions on your business credit cards and reconcile the closing balance each month.

## **COMPLETING PAYROLL JOURNAL ENTRIES**

If you run a payroll, we will post the correct journal entries each month.

These are the very basic services we will provide that ensure everything is posted to the correct place, your financial records are accurate, and you are in compliance with IRS requirements.

# ***Paperwork, bookkeeping, receipt tracking = a headache!***

Every business owner hates paperwork, bookkeeping, keeping track of receipts, and dealing with an accounting program they don't understand. And, it must be done properly or you'll be dealing with an incredibly stressful visit from the IRS. But, when it's done accurately, you receive valuable financial information that aids decision making for your business.

We know it's difficult. That's why there is a national professional organization—The American Institute of Professional Bookkeepers, which provides training and examinations for certification. It's also why Intuit has created training and ongoing certification for their QuickBooks ProAdvisors.

And because everyone hates bookkeeping and would rather be out there making sales and progressing your business—the bookkeeping gets saved for weekends or evenings. Shouldn't you be using that time to relax or spend time with your friends and family? Maybe using some of your hard-earned money to get away from it all on a vacation?

A far better option would be to employ a bookkeeper, but full-time bookkeepers typically cost \$45,000 or more, plus the other costs and hassles involved in having an employee. So, why not let us handle the hassle, so you can get back to doing the things you love with the people you love?

We even take it a step further! We're not just a bookkeeping service—we offer cloud accounting with real time information and valuable insights that will help you grow your business and make more profit.

# Cloud Accounting

## WHY SHOULD YOU SWITCH TO CLOUD ACCOUNTING?

This is one of the features our clients find most valuable. We will set up (one-time fee) and support you with the QuickBooks Online cloud accounting system.

This system will put you in complete control of your numbers. Intuit charges a monthly subscription for their system (for example, an annual subscription the “plus” version of QuickBooks Online is \$960).

But as part of our Full and Premium accounting packages we pay this on your behalf, which means you get all of the benefits of 24/7 access to up-to-date financial information and reports, plus these added benefits:



### EASIER INVOICING

Fast, simple, customized sales invoicing will make your life simpler. These invoices can be emailed and can even include attachments. This makes it easier for you to manage your sales and get paid quicker.



### SPEAKING OF GETTING PAID QUICKER...

Did you know QuickBooks Online has its own merchant services? Add a “pay now” button to all of your invoices to drive quick collection of payments, reducing bad debts and slower payers, so you get more money in your bank account. And the merchant fees are on par with other popular services like Square, Stripe, and PayPal.



### AUTOMATIC PROCESSING

Your bank accounts can feed directly into QuickBooks, which keeps you up-to-date and gives you both QuickBooks reconciled and Bank downloaded balances, so you can stay on top of your cash flow.



### MILEAGE TRACKING

The QuickBooks Online phone app has a free mileage tracker which I have seen other companies charging \$5/month to use.



### ONLINE BILLPAY

QuickBooks Online recently implemented free online billpay directly from QuickBooks. No charges to you for sending payments via ACH or physical check if you use a bank account or debit card (merchant fees apply if you choose to use a credit card).



### FINANCIAL DASHBOARD

One of the most popular features is the “Financial Dashboard”, a fully customizable screen showing you key financial information you need to run your business at a glance.



### INSTANT REPORTS

At the touch of a button you can get instant reports on your business and even create customized reports.



### SECURITY

Always knowing that your sensitive financial data is secure and backed-up automatically.



### MAINTENANCE FREE

No system downtime and all upgrades are automatically installed.



### LOWER PROFESSIONAL FEES

Reduced fees for bookkeeping and tax preparation because it is so much easier to prepare your data and access it for tax preparation.

# Our Packages

Most self-employed bookkeepers will quote you an hourly rate. But, based on recent benchmarking studies, hourly rates are all over the place—anywhere from \$50-\$125/hour (not necessarily based on location).

## We think that's unfair.

First, an hourly rate means you have no idea how long the job is going to take and how much it is going to cost you. Second, if there are mistakes or issues during the project you get charged for those as well. And don't get us started on the meetings, emails, and phone calls. That doesn't seem right to us and most business owners would agree.

We give you a fixed price up front based on your particular circumstances and tailored to what you want out of the relationship. If it takes us longer to complete a project—that's our problem, not yours.

## YOUR OPTIONS AT A GLANCE

The following pages summarize what is included in each of our service packages. For quick reference here is a basic overview of the packages:

**PREMIUM:** This is the best option for busy business owners who want to get the maximum benefit from their cloud accounting system and the most up to date reports and advice. You have access to key metrics that allow you to make better decisions for your business. And we take the most stress off your shoulders by handling everything from customer billing to cost control.

**FULL:** This is our most popular package because you get access to personalized insights with our quarterly review meetings and added value with your QuickBooks Online subscription included.

**ESSENTIAL:** This option is the best for business owners who are simply looking to get the basic entries done to be compliant with the IRS.





BOOKKEEPING PACKAGES	PREMIUM	FULL	ESSENTIAL
The essential things you need to be compliant	✓	✓	✓
Maximize your tax deductions	✓	✓	✓
Year-end liaising with tax preparer for adjustments and completion of tax return	✓	✓	✓
Unlimited email and telephone support	✓	✓	✓
Secure client portal	✓	✓	✓
Business review meetings	Monthly	Quarterly	✗
QuickBooks Online subscription (average retail price is \$960/year)	✓	✓	✗
1099 Preparation and Filing	✓	✓	✗
Cost control: Expense monitoring, analysis, and advice	✓	✗	✗
Advance class/project/grant management	✓	✗	✗
Advanced management reporting	✓	✗	✗
Cash flow monitoring	✓	✗	✗

## Essentials Package .....

In addition to the basic bookkeeping services mentioned before, these are the added benefits included in our **Essential bookkeeping package**:

### **MAXIMISE YOUR TAX DEDUCTIONS**

With years of experience and close relationships with several CPAs we have learned how to properly record each and every transaction for the maximum tax benefits. We also categorize, so as to not raise any unnecessary red flags with the IRS.

### **YEAR-END LIAISING WITH TAX PREPARER FOR ADJUSTMENTS AND COMPLETION OF TAX RETURN**

We are happy to be the main point of contact between you and your tax preparer for questions or adjustments that need to be made while preparing your tax return. We learn how they tick, so we can make everything neat and tidy and up to their standards. Smooth tax preparation can turn into big savings on your bill!

### **UNLIMITED EMAIL AND TELEPHONE SUPPORT**

Your fixed price is fully inclusive of unlimited email and telephone support for advice on ad-hoc matters. This means that you can call on us at any time knowing that you will never be charged for our time or advice. We also hope this means you will feel free to speak to us whenever you need to, without ever having to worry about the cost. We feel that this open line of communication is the cornerstone of our relationship. We want to turn what used to be a simple transaction of hiring a professional service to handle things into a genuine partnership that can help you progress your business and meet your goals.

### **MONTHLY BASIC MANAGEMENT REPORT**

Every month, after your reconciliations are completed, we will send you an updated profit and loss statement. You are free to choose how you would like to see the information—year to date, compared to a prior period, etc—we'll work with you to find something meaningful for your business.

### **SECURE CLIENT PORTAL**

We will set up a file for you on our client portal, so that we can upload files to each other safely and securely. It also makes it easier to comment or collaborate if we're working on a specific project together.

## Full Package .....

In addition to everything included in the Essential package, you get the following benefits as part of our **Full bookkeeping package**:

### **QUARTERLY BUSINESS REVIEW MEETINGS**

Every quarter we send you comparative quarterly financial reports and schedule a meeting to go over them in detail. This is also a great opportunity to talk about future plans and goals. We will help you understand your finances and give advice on how to reach those goals.

### **QUICKBOOKS ONLINE SUBSCRIPTION**

As mentioned before, with our Full and Premium packages, your QuickBooks Online subscription is included. This is an average savings of \$960/year.

### **1099 PREPARATION AND FILING**

Contract labor and service providers must provide you with a W9 form indicating their tax filing status and tax id information. Businesses are required to file 1099-NEC or Misc forms annually for all payments \$600 and above to service providers who are not incorporated. By choosing this service from us, we will help you collect the W9 forms, prepare the 1099 forms for both the payees and the government in the approved format and e-file them with the IRS.

## Premium Package .....

Our **Premium bookkeeping package** includes all of the benefits of both the essential and full packages, with added benefits to get the most out of your cloud accounting system and partnership with us. With this package, we take care of everything, so you can get back to business knowing you have the most up-to-date information with valuable insights from us to help your business grow! Not to mention, getting free time back that you can spend relaxing or spending time with your family. No more late night or Saturday morning bookkeeping! Here's what we can do to take that mountain of stress away:

### **MONTHLY REVIEW MEETINGS**

By moving from quarterly meetings to monthly we will have more communication, which will help you meet your goals faster and have the most timely and accurate financial information.

### **COST CONTROL**

*Expense monitoring, analysis, and advice*

Managing costs for any business is so important. We will work with you to identify the 5 most critical costs in your business (for many business owners these include personnel costs, travel expenses, and marketing). Once we have agreed which are your most critical costs to keep under control we will monitor them on your behalf. And whenever we notice a sudden change we will contact you so you are immediately aware. As part of this service we will also advise you on how to keep costs under control.

### **ADVANCED CLASS/ PROJECT/GRANT TRACKING**

#### ***For service businesses***

QuickBooks online offers advanced job-costing features. We can track the income, expense, and labor costs for each customer or project, so you know the exact profit margins for each job.

#### ***For growing businesses***

We can track multiple locations in the same QuickBooks file and offer insights on profitability.

### **ADVANCED MANAGEMENT REPORTING**

We go way beyond the Profit & Loss, offering customized reports on everything from accounts receivable aging to budget versus actual. Any information that you need to know is at your fingertips.

### **CASH FLOW MONITORING**

Cash is so important. And one of the big benefits of a cloud accounting system is the ability to keep on top of your cash and bank balances, on top of your receivables (i.e. who owes you money) and get paid easier. There are so many easy ways now to manage receivables and get paid automatically (e.g. online payments and direct debits) and so many ways to integrate this into your system.

Our enhanced credit control system will identify all the options available to your business to help you get paid quicker and have more money in your bank account. We will also review outstanding invoices with you, advise on your terms and conditions of business, advise on your options for recovering outstanding debts, consider the need for write-offs and bad debt provisions and advise on alternative payment options. This service will help put more money into your bank account.



## ***Bonded & Insured***

**YOU CAN ALWAYS FEEL CONFIDENT THAT YOUR SENSITIVE  
FINANCIAL INFORMATION IS SAFE AND SECURE WITH US.**

# Popular Add-Ons

## ONLINE BILLPAY MANAGEMENT

We will enter all of your bills into QuickBooks Online to be paid via the free billpay within QBO. Then it's up to you how much you want to be involved in the process. We can pay bills according to your instructions (as soon as they arrive, pay 10 days out, etc), we can send you a report where you decide what bills to pay and we take care of the rest, or we can just let you know when they are up in the "to be paid" module—with some quick training you can have all the control.

## PAPERLESS SYSTEM

When enrolling in our Online Billpay Management System you also get access to our fully paperless solution. Quickbooks Online has the added benefit of allowing for attachments on every transaction. This means that for every bill and expense, we can add an actual copy of the original document so that you don't have to save everything in paper files. The IRS will accept scanned copies in case of an audit. Dext is an online program that receives the original documents and begins the process of extracting the data before eventually publishing the entire bill or expense to QuickBooks Online. What this means is that you can send scanned copies to us or even forward emails to a personalized "yourcompany@dext.cc" email address and then be done with it. We will take over reviewing and publishing the data to QBO.

## BUDGET ASSISTANCE

We have years of experience assisting with the preparation of budgets. We can help you fill in the blanks and then upload the final report to QuickBooks for ongoing budget versus actual reporting.

## SALES TAXES

If you are required to remit sales tax on goods or services you sell, you will need to complete sales tax returns. To make your life easier we will do this for you, which will save you time and give you the peace of mind that they are being completed correctly.

## BUSINESS REFERRALS

We have relationships with several qualified and amazing CPA's in the area and we are happy to provide referrals to them for our clients. We also have referrals for all kinds of other business needs like payroll and marketing. Feel free to ask us about anything personal you are looking for as well—we have clients that are dog walkers, bakeries, local retail, etc.



## MEET THE OWNER

*Katie Hanna, CB*

Certified Bookkeeper  
QuickBooks Online ProAdvisor  
Small Business Specialist

After receiving my bookkeeping certification (CB) from the American Institute of Professional Bookkeepers in 2011, I worked as an administrative assistant and bookkeeper at a CPA firm before finally striking off on my own in 2016. Since then, Details Matter Bookkeeping has grown to include a staff of qualified bookkeepers, all dedicated to ensuring your business's online bookkeeping experience runs smoothly. And with all the updates in online banking and cloud software it doesn't matter where your business is—we can do everything virtually! Together, we will work to **help your business grow!**

## CONTACT:

301-291-7333

hello@detailsmatterbookkeeping.com

**DETAILSMATTERBOOKKEEPING.COM**