

Profitable Payroll For Your Practice



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QUESTIONS

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GoToWebinar Chat



Twitter @ZenPayroll

Agenda

- Accountant objections
- Benefits of online payroll
- Turning payroll into a revenue stream
- ZenPayroll overview and demo
- Streamlining with integrated apps
- Pricing and packaging



**KEEP
CALM
AND
YES
YOU CAN**

Objections with Payroll

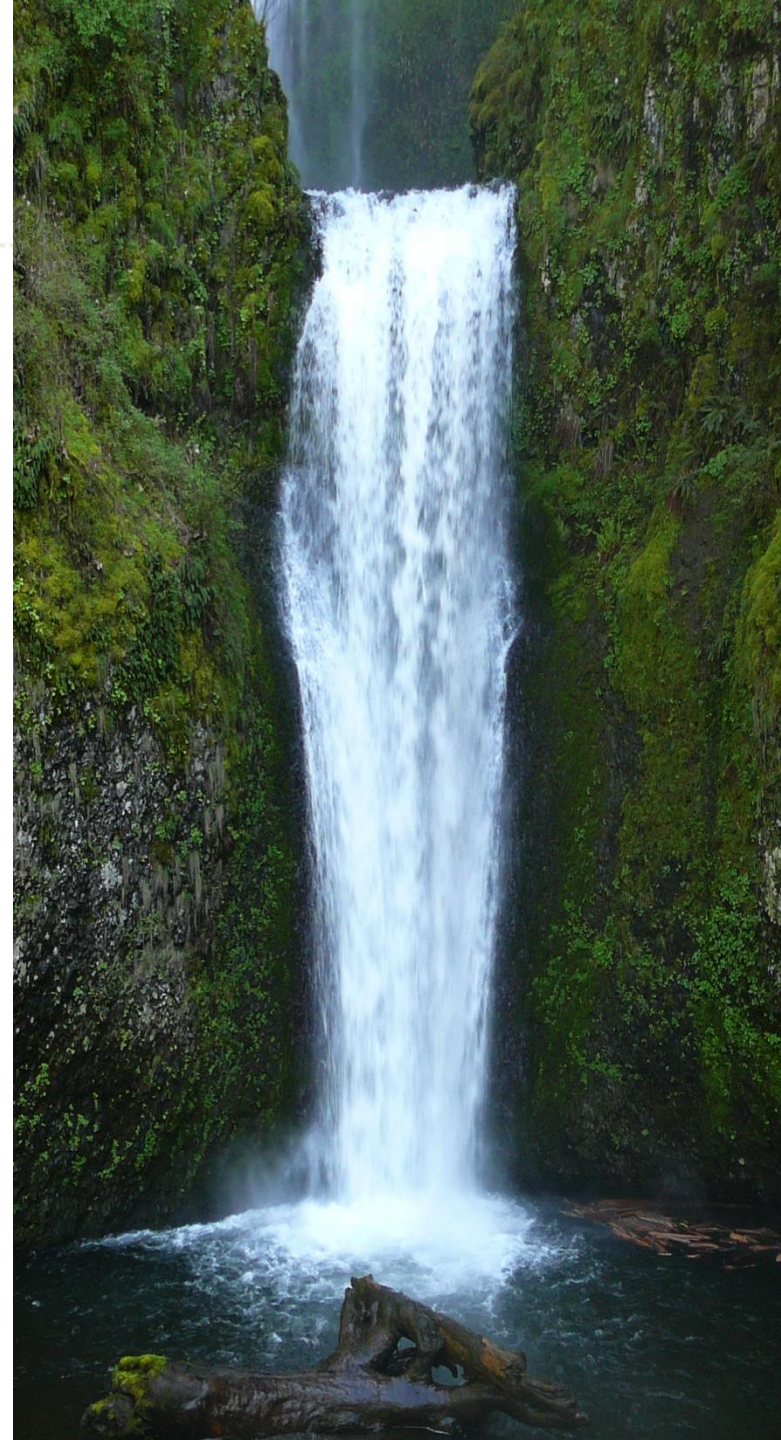
- It's complicated.
- It creates more work.
- I need additional staff.
- There's no room for errors.
- I don't want to take on the liability.
- I don't want to be chained to my desk.



Benefits of Offering Payroll

New Revenue Stream

- Adds more money than time
- Increases margin per customer
- Opens up client base



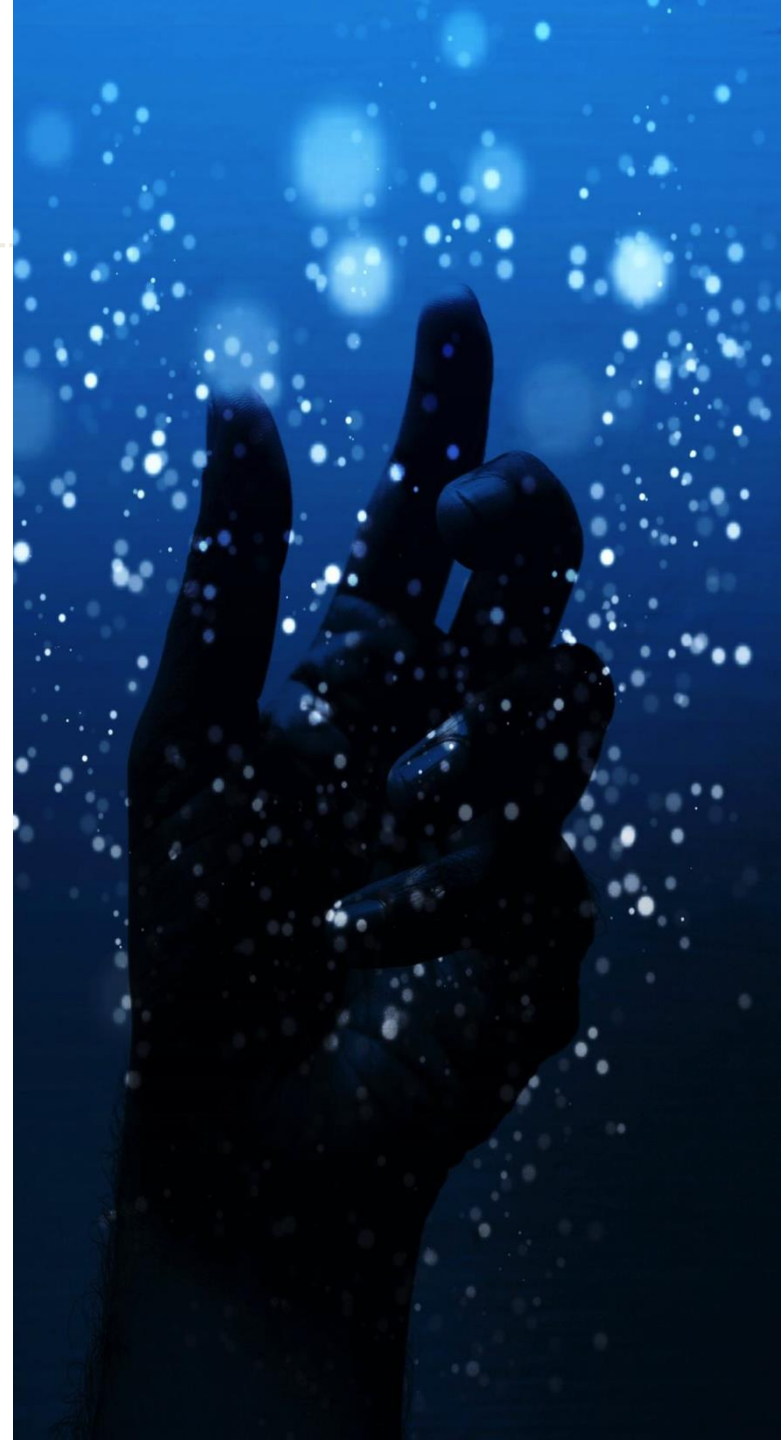
Higher Retention Rates

- Sticky offering increases retention
- High switching costs reduce churn



Multiple Touch Points

- More connection with annual clients
- Keeps you top of mind



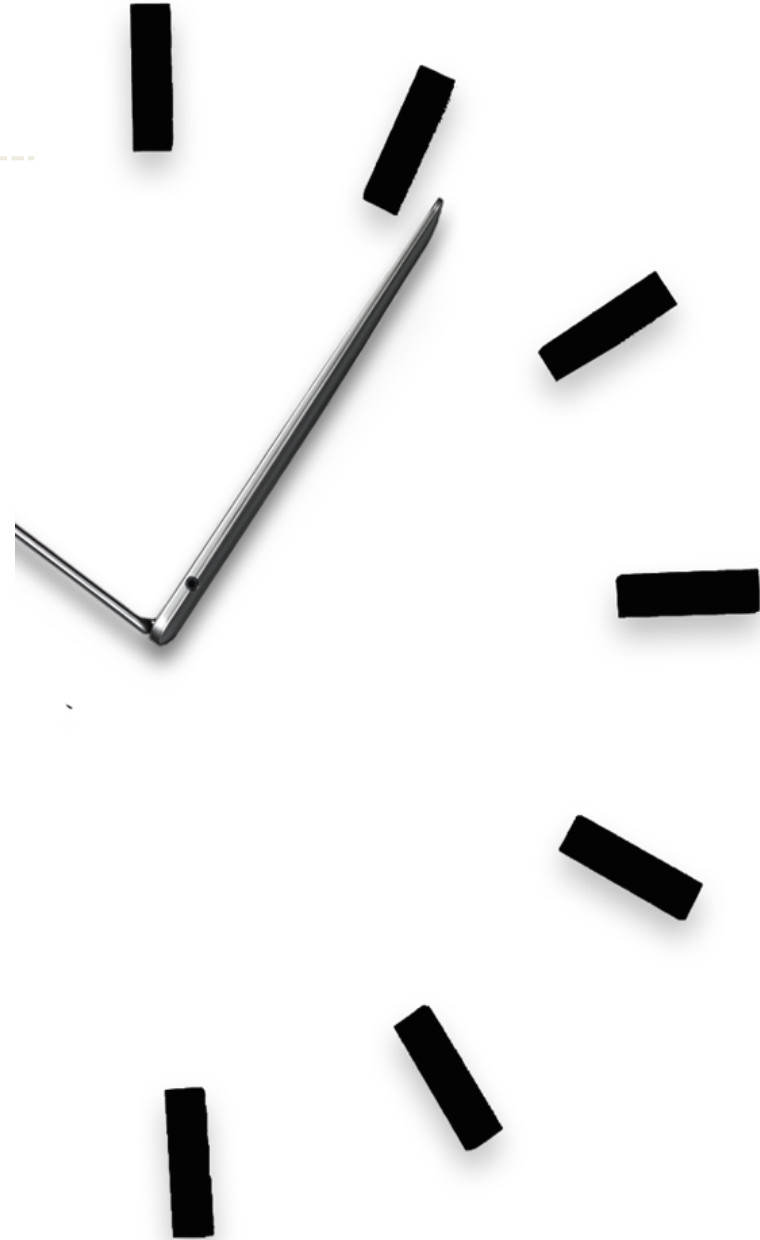
Easy Collaboration

- Easily collaborate with remote clients
- Run payroll on your smartphone



Minimal Overhead

- Minimal to no additional operating costs
- Low startup costs and time



Case Study: HPC



Certified Public Accountants & Advisors

- Xero 2013 Platinum Partner
- Started adding ZenPayroll as part of service offering in 2014
 - Integrations with Xero and other add-ons means better leverage and extensibility
 - Differentiated value to customers

WHAT DO WE DO ▼

MEET HPC

OUR CLIENTS

Our Clients are our best advertising

Hear what they say

Persistent Energy Partners



Experience

As early adopters of Xero cloud accounting, our experience sets the bar when it comes to industry standards.



Our intention is to provide you with the best possible contact experience. We are at the edge of the technology of the day.

[Xero Support & Bookkeeping](#)

[Xero Set Up & Conversion](#)

Polling Question

What is the main reason you don't offer payroll as a service to all your clients today?

1. I already offer payroll.
2. Too complicated.
3. Don't want to hire staff.
4. Don't want the liability.
5. Other (please list in question box)

Payroll as a Revenue Stream

Determine Service Level

- Who handles initial setup?
- Who enters employee hours?
- Who handles employee changes?
- Who sets up deductions or benefits?



Onboarding Options

- Accountants have the option to onboard clients directly
- Some clients may prefer to give their employees self-onboarding options



Identify Clients in Need

- Misclassifying employees as contractors
- Doing payroll manually
- Paying employees in cash
- Manually entering payroll data
- Wanting more personal service
- Need tax advice on bonuses or benefits



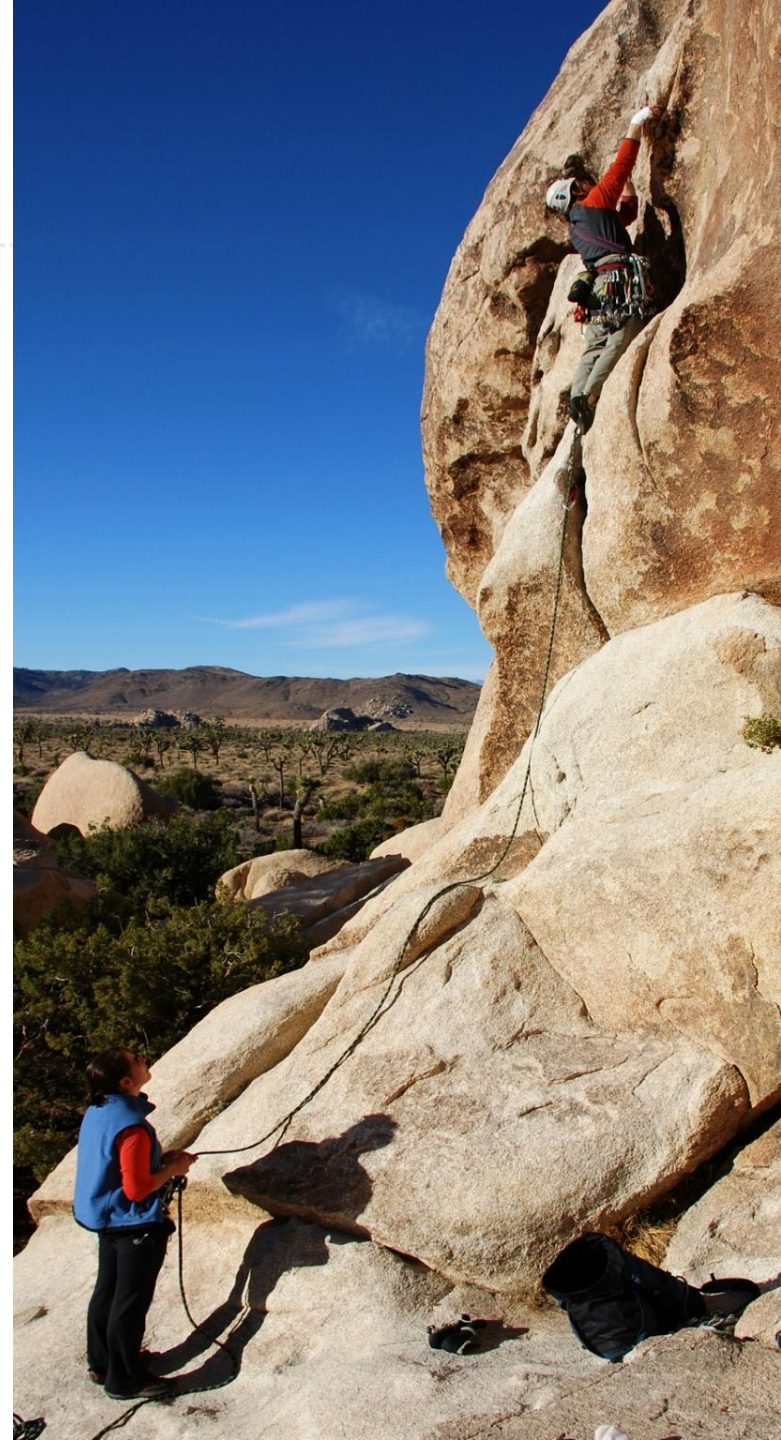
Polling Question

Do you have clients that fall into any of these categories? (check all that apply)

1. Misclassifying contractors
2. Incurring penalties and fines by missing payroll tax payment and filing dates, etc.
3. Doing payroll manually or on antiquated systems
4. On traditional payroll systems with poor customer service
5. Other (please list in question box)

Be a Trusted Advisor

- Help identify your client needs
- Be proactive in a 10-15 min conversation
 - What do they do?
 - How long have they been in business?
 - Do they use accounting software?
 - How do they pay bills and expenses?
 - How do they run payroll?



Ask Payroll Specific Questions

- How many employees? Where?
- How often do they pay?
- Hourly or salaried employees?
- Special pay requirements?
- Do they pay contractors?
- Are they doing after-the-fact payroll?
- What are they currently using?



Case Study: Propeller

Home

PROPELLER
INDUSTRIES

HOME

ABOUT

CLIENTS

TEAM

JOBS

- Leading provider of outsourced accounting and finance services for early-stage companies
- Started adding ZenPayroll as part of service offering in 2013
 - As a SaaS product, ZenPayroll provides extensibility to a larger client base so Propeller can service more clients, and increase margin



CASE STUDY I



Betabrand

The incomparable Betabrand, Big Brother to Cordarounds, utilizes Propeller's cloud-based financial services to help...

CASE STUDY II



Pipeline Health

Pipeline Health services provide...

Polling Question

Do you have a plan in place to discuss payroll services with your clients?

1. Yes.
2. Yes, informally.
3. No.
4. No, but I'd like to.
5. Other (please list in question box)

ZenPayroll Benefits

Payroll Today

Employee: Coleman, Alex Notes Check Number: None Cleared

Pay Date: 01/16/2004 Beginning Date: 01/01/2004 Frequency: Weekly Ending Date: 01/14/2004 Department: <None> Weeks Worked: 1.00

Income		Amount
Salary		1250.00
Tips		250.00
Bonus		0.00
Fringe Benefits		135.00

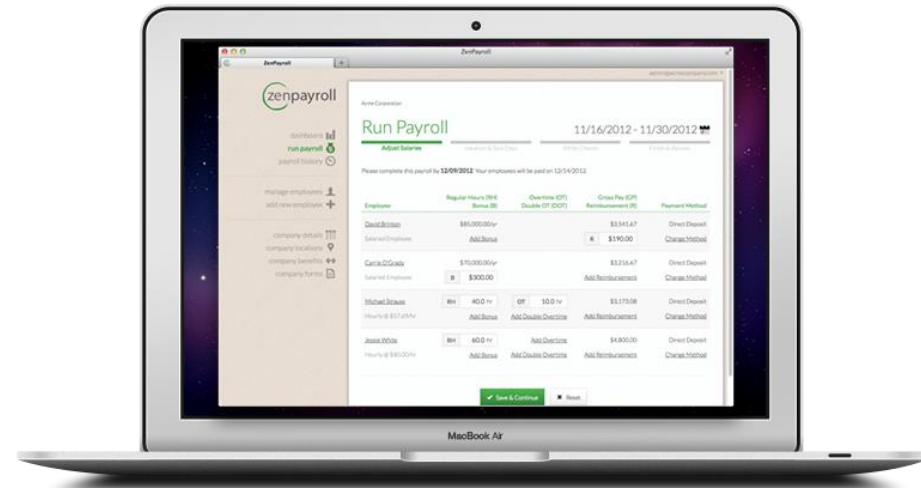
Tax / Deduction		Amount
Hmpt Local		7.33
Federal Income Tax		183.75
Federal Income Tax Additional		25.00
Federal Income Tax Fixed Rate		0.00
Social Security - Employee		93.62
Medicare - Employee		21.50
NC Income Tax		93.04
VA Income Tax		74.20
Depend Care		0.00
Vision Care		25.00
Insurance		0.00
401k Plan - Company Match		90.00

Leave Type	Earned / Used	Amount
Vacation Leave	Earned	3.00
Vacation Leave	Used	0.00
Sick Leave	Earned	1.50
Sick Leave	Used	0.00

Summary	This Pay Record	Year to Date	This Pay Record	Year to Date
Income:	1500.00	2750.00	Hours/Pieces:	0.00/0.00
Taxes:	498.84	895.10	Leave Earned:	3.00
Deductions:	445.00	632.50	Leave Used:	0.00
Net Pay:	556.16	1222.40	Company Deductions:	90.00

Overly Complex
Manual Tasks
Expensive

Modern Payroll



Simple & Intuitive
Automated Tasks
Affordable

Streamline Operations

- Integrate applications
- Reduce manual data entry
- Lower operating costs



ZenPayroll Demo

Polling Question

What payroll software do you use today? (check all that apply)

1. None
2. ZenPayroll
3. Intuit solution (any)
4. ADP or Paychex
5. Other (please list in question box)

Pricing and Packaging

Pricing Trends

- Move away from hourly billing
- Become a trusted advisor vs. commodity
- Package services by client need
- Transparent pricing
- Value-based pricing
- DIY vs. full service



Pricing Payroll

- Create package tiers
 - Small, medium, large
- Silver, gold, platinum
- Examples
 - Zenkeep
 - LucidBooks
 - Cloudsourced Accounting



Bronze

Starting at

\$299/mo

For the smaller sized company with fewer transactions. The single-owner entity with only a handful of employees and couple of bank accounts.

Xero Subscription

Transaction per Month: 150

Google Cloud Storage

Dedicated Accountant

Monthly Financial Reporting

Unlimited Email & Phone Support

Full Service Payroll:
Starting @ \$50/month +
\$6/person

3 Bank Accounts or Credit Card accounts

Accounts Reconciled Monthly

And more...

Silver

Starting at

\$499/mo

Our most common-sized plan. The multiple-owner entity with fewer than 10 employees, less than 5 bank or credit card accounts, and weekly reconciliation needs.

Bronze Service

+

Unlimited Monthly Transactions

Annual Budgeting

Accounts Payable support

150 docs scanned and organized monthly

Management Review

5 Bank Accounts or Credit Card accounts

Accounts Reconciled Weekly

And more...

Gold

Starting at

\$999/mo

For the larger company with multiple employees and high transaction load, requiring POS integrations or more customized approaches to problem solving

Silver Service

+

POS & Inventory Controls

Cash Flow Forecasting

500 docs scanned and organized monthly

Employee scheduling and time tracking

Unlimited Bank Accounts or Credit Card accounts

Accounts Reviewed daily

And more...

Pricing

Accounting should be clear. So should your pricing

We use fixed fees with no surprises. So you can trust us to deliver and then focus on what matters. We also offer customizable plans to fit your business in each stage.

Accounting Packages

Get Started

<h4>Setup</h4> <hr/> <p>\$100+ One-Time Setup</p> <hr/> <ul style="list-style-type: none">• Xero Setup \$250• Bill.com Setup \$300• Payroll Setup \$100• Zenefits Setup \$200	<h4>Freelancer</h4> <hr/> <p>\$149/month Bookkeeping for Freelancers</p> <hr/> <ul style="list-style-type: none">• Bank Reconciliation in Xero• Expense Coding• Monthly Financial Reporting• Ongoing Support	<h4>Standard</h4> <hr/> <p>\$299/month Bookkeeping for Small Business</p> <hr/> <ul style="list-style-type: none">• Bank Reconciliation in Xero• Expense Coding• Monthly Financial Reporting• Payroll Journal Entries• Ongoing Support	<h4>Back Office</h4> <hr/> <p>\$499/month Books + Back Office</p> <hr/> <ul style="list-style-type: none">• Lucid Standard Package• Accounts Receivable• Bill Payment & AP• Real-Time Bill.com Integration
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	Cash	Accrual	Full Service
<i>Plans</i>	Starting at \$100 per month	Starting at \$300 per month	Starting at \$500 per month
<i>Xero subscription included</i>	✓	✓	✓
<i>Support</i>	Email	Phone & Email	Phone & Email
<i>Payables & Receivables Reconciliation</i>	-	✓	✓
<i>Bill Pay & Cash Flow Management</i>	-	-	✓
<i>Bill.com subscription & fees included</i>	-	-	✓
<i>Bank Reconciliation</i>	Quarterly	Monthly	Monthly
<i>Management Reports</i>	Quarterly	Monthly	Monthly
<i>Payroll</i>	Starting at \$49/month	Starting at \$49/month	Starting at \$49/month
	An affordable cash-basis plan. Great for sole proprietors, individuals with S-corps, and some rental property owners. No invoicing or payables. For most small businesses, this is all you need for taxes.	Our most popular plan. Great for business owners needing quality bookkeeping and monthly reporting. Accrual-basis bookkeeping. You enter invoices and record payments in Xero. We reconcile everything to the bank statements.	Ideal for owners looking to outsource as much bookkeeping as possible. We manage your bookkeeping, payroll, and accounts payable. This plan provides customized reporting, cash flow management, and strategic planning.
	Request Quote	Request Quote	Request Quote

Polling Question

How do you price payroll services now?

1. We pass the costs to our client with no markup
2. We pass the cost to our client with a markup
3. Billed hourly
4. Package or monthly fee bundle
5. N/A or Other (please list in question box)

ZenPayroll Partner Program

Partner Program

- Volume Discounts
- Free Payroll for your Practice
- Dedicated Account Manager
- Access to Marketing Collateral
- Free Client Setup
- Direct Billing



Polling Question

How interested are you in ZenPayroll?

1. Interested
2. Somewhat interested (let me know when my state is available)
3. Interested, but not at this time
4. Not interested
5. Other (please list in question box)



QUESTIONS
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