

## Case Study: BudgetEase Brings Expertise and Rhythm to Bookkeeping Practices at SyncShow, a Cleveland-Based Digital Marketing Agency

*Interview with Chris Peer, Owner/CEO, SyncShow*

**Q: How did you find BudgetEase?**

A: I asked my accountant and part-time CFO to recommend a bookkeeper. Both suggested BudgetEase. When two of my trusted advisors recommended the same company, I didn't look any further.

**Q: What differences have you found transitioning from in-house to outsourced bookkeeping?**

A: BudgetEase has brought a level of expertise, rhythm and consistency to our bookkeeping practices. Don from BudgetEase has brought a different level of clarity to our financials and it's been a more focused effort. He has brought expertise and process at a lower cost than hiring staff and I'm getting better service.



“Timesaving is the biggest value of having a bookkeeping service. I didn't have to train somebody to do the job, and BudgetEase has brought other value because they are on top of bookkeeping best practices that I wouldn't know about.”

**Q: What financial information is so important that you look at it every week?**

A: Our Accounts Receivable and cash flow analysis. BudgetEase recommended QuickBooks Online to us, which is a best practice that allows me to access my financials from anywhere. File and data sharing is much more efficient this way. Knowing QuickBooks Online was set up the right way gives me much more confidence in the data so that my reporting is more accurate.



**Q: What financial information do you wish you had that you currently don't receive?**

A: None.

**Q: What one activity do you feel is most responsible for the success of your business?**

A: I would say it's continuous review and analysis of our strategic plan.

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**Q: What has been the impact of the relationship between BudgetEase and SyncShow?**

A: Clarity, rhythm, confidence and trust. The cost to hire an internal bookkeeper versus hiring BudgetEase is right around the same amount, but I'm getting a much higher quality bookkeeper. Our Accounts Receivable is much stronger than it used to be because of better management. As a result, our cash flow is stronger. We're more aggressive about tracking our financials and making collection calls. I didn't have that before when we did our bookkeeping in-house.

**Q: If you could tell another small business like yourself of the value of your relationship with BudgetEase, what would it be?**

A: Having an expert come in and manage your books is indispensable. There is peace of mind knowing the data is accurate and that checks are getting cut. This has allowed me to take bookkeeping off my plate completely, and focus on the other things I need to, like client happiness. I know at a lot of other small businesses, the owners are still doing their bookkeeping just because they don't trust anyone else to do it.

**Q: Would you refer BudgetEase to others?**

A: Absolutely.

**Q: If you could rate BudgetEase on a scale of 1-5, what would you give us?**

A: I would give you a 5.

