

Get Involved in the Growing BUSINESS SERVICES INDUSTRY

What Is the Business Services Industry?

Business Services is a section of the economy that involves businesses that provide support to other businesses. That can include categories such as human resources management, security, travel arrangement, cleaning, waste disposal, and bookkeeping.*

*Supporting Strategies is a bookkeeping franchise.

ANOTHER NAME FOR BUSINESS SERVICES IS BUSINESS TO BUSINESS, OR B2B.

COMPETITION



The 50 largest companies account for less than **50%** of the market.

Small businesses set themselves apart by offering an outstanding customer experience, specialized services, or competitive pricing.

55% of companies want their bookkeeping agency to update their books in real time, according to research by the Institute of Professional Bookkeepers of Canada.²

Here's the breakdown of how often bookkeeping clients want their books updated:

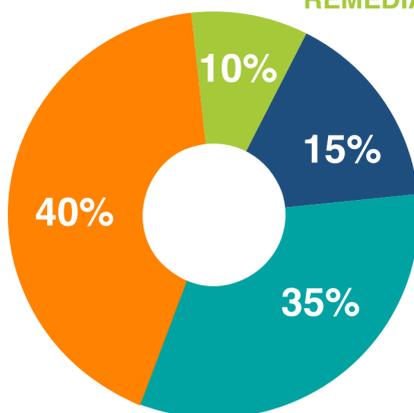


COMPANIES THAT FOCUS ON THEIR CUSTOMERS DO BETTER THAN THE COMPETITION.

INDUSTRY MAKEUP

The biggest part of the business services industry is **employment services**. Take a look at the rest of the industry breakdown³:

EMPLOYMENT SERVICES

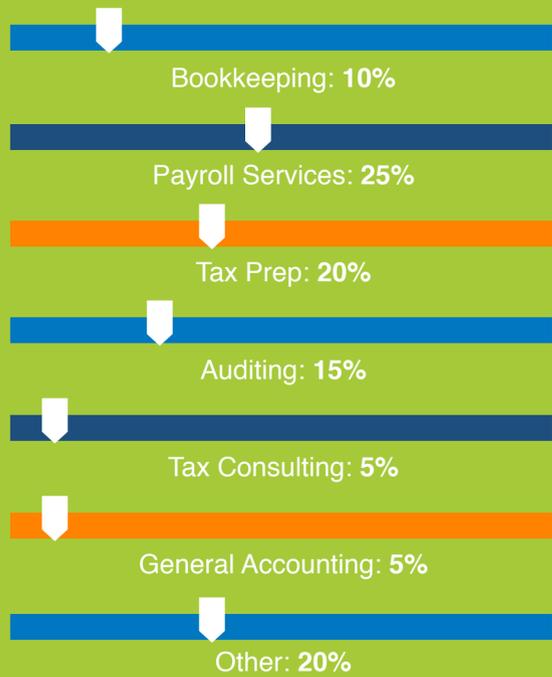


BUILDING AND DWELLING SERVICES
(landscaping, pest control)

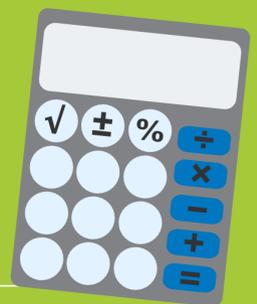
OTHER (security, office administrative services, travel arrangement, accounting services)

ACCOUNTING SERVICES

Within the business services industry is a category for **accounting services**. This is where bookkeeping fits into the industry. See the breakdown of the accounting services sector:¹



Accounting services earns **\$145 BILLION** in the United States each year.¹



Bookkeeping is a growing segment of the business services industry because as technology improves, outsourced bookkeeping is becoming more affordable.²

Outsourced financial services is a **\$145 BILLION** industry, growing by **\$10 BILLION PER YEAR**.¹

Potential clients for a bookkeeping business include:¹



SUPPORTING STRATEGIES

Supporting Strategies is the **BOOKKEEPING FRANCHISE** that helps franchise owners take advantage of the industry's growth.

We remain focused on our clients to keep our business **STRONG**.

We train our franchisees in all our processes to set them up for success.

We have developed a proprietary technology platform, Workplace, to update our clients' books when they want it.



Contact us to learn more about our franchise opportunities!

888-631-8922

VISIT OUR WEBSITE: <http://www.supportingstrategies.com/franchise-information>

¹ First Research Accounting Services Industry Profile
² <http://www.mentio.ca/2015/03/18/why-bookkeeping-is-a-growth-industry/>
³ <http://www.hoovers.com/industry-facts/business-services-sector.1054.html>