

**West
Suburban
Companies**
A Full Service Financial Network

Stephen A. Vranek

Tax & Accounting Strategist

WSC Overview Presentation

www.WestSuburbanCompanies.com

Business Start-ups

Virtual CFO

Virtual Controller

Tax Strategy

Business Consulting

**Accounting &
Tax Preparation**

**Outsource
Bookkeeping**

**West
Suburban
Companies**
A Full Service Financial Network

**Financial
Roadmap**

Remote Server

Employee Payroll

Estate Planning

Risk Management

Event Photography

Website Development

Coaching & Motivation

Graphic Design

Long Term Care

Merchant Accounts

Health/Dental Care

College Planning

Presentation Outline

- ❖ WSC Mission, Goals, What Sets Us Apart
- ❖ About WSC, Helping Our Clients and Business Owners
- ❖ Getting On Track with WSC
- ❖ Bookkeeping & Accounting Functions
- ❖ QuickBooks Packages
- ❖ Accounting & Management Reporting
- ❖ Using West Suburban Companies

WSC Mission Statement

Our mission at West Suburban Companies is to offer services and solutions to help a business grow while providing all of the tools that a company or client needs from a single entity

WSC Goals

- ❖ Establish a full-service financial network to handle various financial requirements of individuals and business owners
- ❖ Continuously looks for ways to expand our services to adjust to our clients changing needs
- ❖ Offer fully computerized accounting and tax services for both small and large businesses as well as individual tax planning and preparation

What Sets WSC Apart

At West Suburban Companies we listen to the changing needs of our clients to bring professional resources so that we may achieve successful solutions for their needs in times of business transformation



About West Suburban Companies

- ❖ West Suburban Companies is a full service financial network
- ❖ A changing company that meets our clients needs in a changing environment
- ❖ In business since 1975 as a small company and will be here tomorrow
- ❖ Our success is knowing how to stay in business during an economic down turn

About Helping Our Clients

- ❖ Tax Strategy and Preparation
- ❖ Business Consulting
- ❖ Web Based (ASP) Services
 - Virtual CFO
 - Virtual Controller
 - Accounting and Bookkeeping
- ❖ Professional Marketing (Network XXIII)
 - Graphic Design ~ Website Development
 - Event Photography ~ Networking Support

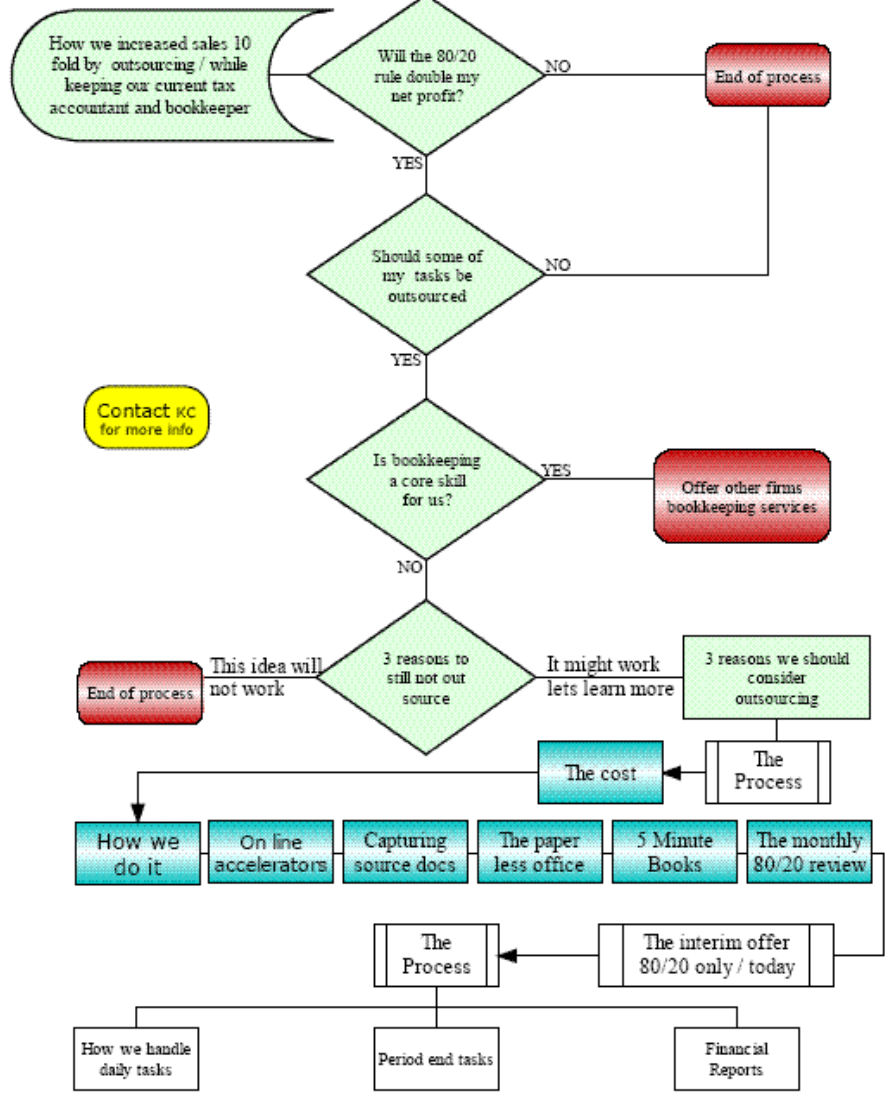
Helping the Business Owner

- ❖ Keeping costs under control
- ❖ Taking back control of their business
- ❖ Adding better management tools to daily tasks
- ❖ We help by providing the following:
 - Outsourcing
 - Bookkeeping
 - Accounting Functions
 - Financial Management Software

How WSC Gets Businesses On Track

- ❖ Keeping cost under control
 - Taking Back Control Of Your Business
 - Adding Better Management Tools To Daily Tasks (example: QuickBooks)
- ❖ How Can You Do This?
 - Outsourcing
 - Bookkeeping
 - Accounting Functions
 - Software and Technology

Outsourcing as a strategic advantage for firms that wish to grow sales and profits



Savings By Outsourcing (example 1)

Example for Bookkeeper/Administrator

\$30,000	Base Salary
<u>\$15,000</u>	Overhead Burden Ratio
\$45,000	Total Cost of Employee

FICA/ Medicare/ Unemployment	\$ 3,000
Vacation/ Sick Pay/ Benefits/ Holidays	\$ 5,000
Employee Training and Orientation	\$ 2,000
Lease Space, Maintenance, Hardware, Software	<u>\$ 5,000</u>
Total Overhead Per Employee	\$15,000

Savings By Outsourcing (example 2)

Example for Information Technology Manager

\$80,000	Base Salary
<u>\$15,000</u>	Overhead Burden Ratio
\$95,000	Total Cost of Employee

FICA/ Medicare/ Unemployment	\$ 3,000
Vacation/ Sick Pay/ Benefits/ Holidays	\$ 5,000
Employee Training and Orientation	\$ 2,000
Lease Space, Maintenance, Hardware, Software	<u>\$ 5,000</u>
Total Overhead Per Employee	\$15,000

On Track With WSC (cont.)

❖ Provide Professional Services

- Website Development
- Graphic Design
- Event Photography

❖ About Network XXIII

- Webmaster for www.WSCFinancial.com
- Designed Logo and Presentation
- Professional Photographer for events

Bookkeeping & Accounting Functions

- ❖ Provide a solid outsourced bookkeeping & accounting solution to the client
- ❖ Maintain accurate & timely reports
- ❖ Keep quality control of records
- ❖ Provide Security - ASP (Application Service Provider)
- ❖ Daily back-up of files
- ❖ Overall reduction of operating expenses
- ❖ End Result: ***Increased Profit Margins***

Business Management Reporting

- ❖ Various QuickBooks reports allow you to get the information you need to make critical business and individual decisions
- ❖ Every report in QuickBooks gives you immediate, up-to-date information about your company's and individual performance
- ❖ Literally dozens of customizable reports available in QuickBooks
- ❖ Built-in reports provide filters to include or exclude the data provided in the report

Reports in QuickBooks and Quicken

❖ Accounting Reports

- Profit & Loss
- Balance Sheet
- Trial Balance
- Cash Flow Forecast
- General Ledger

Reports in QuickBooks (cont.)

❖ Business Management Reports

- Open invoices
- Unpaid bills detail
- Check detail
- Sales by item detail
- Item profitability
- Customer contact list
- Item Price list
- Stock status by item

Tax Reporting in QuickBooks and Quicken

- ❖ Schedule C – Profit & Loss Reporting
 - Part I: Income
 - Part II: Expenses
 - Part III: Cost of Goods Sold
 - Part IV: Information on your Vehicle
 - Part V: Other Expenses

Tax Reporting in QuickBooks and Quicken (cont.)

- ❖ Form 4562 – Depreciation and Amortization
 - Home, equipment, transportation
- ❖ Form 8829 – Expenses for Business Use of Your Home
 - Measure work area and divide by entire square footage to get percent
- ❖ West Suburban Companies packages help with various tax forms and schedules

Cash Management Program

Mortgage/Rent – Car Repairs
Utilities – Household Supplies
Groceries – Children Expenses

Personal Expenses

Sole Proprietor
Schedule 'C'
Account

Rent – Cell Phone – License Fees
Entertainment – Seminars – Classes
VoiceTel – Office Expenses
Equipment Expenses – Auto
Repair – Home Office – Etc.

Base Shop
Market Entity Account
'S' Corporation
Schedule 'E'

Rent – Admin Fees –
Employee Meals – Seminars
Classes – Base Shop Fees
Office Expenses – Etc.

QuickBooks Service Packages

- ❖ QuickBooks Basic Overview
 - \$74 – One Time [\$59 Associate]
 - \$124 – Recurring (Alumni) [\$99 Associate]
- ❖ Overview with Silver Package
 - \$495 [\$470 Associate]
- ❖ Overview with Gold Package
 - \$795 [\$770 Associate]
- ❖ Overview with Platinum Package
 - \$1,295 [\$1,270 Associate]

QuickBooks Silver Package

- ❖ QuickBooks Class & Basic Bookkeeping/
Accounting Overview that includes a lifetime
membership (4 Hours)
- ❖ Professional QuickBooks Installation
 - Customize chart of accounts
 - Customized logo in business format
- ❖ On-site training (3 Hours)
- ❖ QuickBooks Training Binder



QuickBooks Gold Package

- ❖ QuickBooks Class & Basic Bookkeeping/Accounting Overview that includes a lifetime membership (4 Hours)
- ❖ Professional QuickBooks Installation
 - Customize chart of accounts
 - Customized logo in business format
- ❖ On-site training (5 Hours)
- ❖ Telephone support (1 Hour)
- ❖ QuickBooks Training Binder



QuickBooks Platinum Package

- ❖ QuickBooks Class & Basic Bookkeeping/Accounting Overview that includes a lifetime membership (4 Hours)
- ❖ Professional QuickBooks Installation
 - Customize chart of accounts
 - Customized logo in business format
- ❖ On-site training (10 Hours)
- ❖ Telephone support (2 Hours)
- ❖ QuickBooks Training Binder



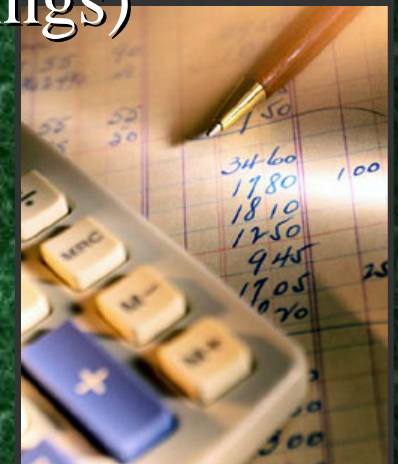
QuickBooks Training

- ❖ Pre-paid Additional Blocks of Time
 - 1 Hour – \$125 (Basic Rate)
 - 5 Hours – \$575 (\$50 Savings)
 - 10 Hours – \$1,110 (\$140 Savings)
 - 20 Hours – \$2,000 (\$500 Savings)
 - 50 Hours – \$4,650 (\$1,600 Savings)



Accounting & Tax Consulting

- ❖ Pre-paid Additional Blocks of Time
 - 1 Hour – \$175 (Basic Rate)
 - 5 Hours – \$675 (\$200 Savings)
 - 10 Hours – \$1,250 (\$500 Savings)
 - 15 Hours – \$1,500 (\$1,125 Savings)



Accounting & Management Reporting

- ❖ Let WSC handle all accounting and CFO functions so you are more efficient in running and building your business
- ❖ WSC can offer...
 - Relationship building with clients
 - Methods to market your business
 - Quality customer service
 - Networking opportunities
 - Remote Server (next slide)

Accounting & Management Reporting

- ❖ Hosting QuickBooks with Smarter Technology
 - Immediate service available
 - Remote Troubleshooting
 - Access to your QuickBooks anywhere at anytime via internet connection
 - Daily back-ups of your QuickBooks files

Using West Suburban Companies

- ❖ A Full Service Financial Network
- ❖ Learn to use QuickBooks
- ❖ Help with Tax & Accounting
- ❖ Many resources available to help our clients run their business and meet the various financial needs to stay in business
- ❖ Quality customer service

**West
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A Full Service Financial Network

Thank you for joining us today

Visit us online:

www.WSCFinancial.com