



3 WAYS YOU'LL MAKE MONEY

Working with an Accountant in 2024



JEANNE M ADAMS CPA PC
CERTIFIED PUBLIC ACCOUNTANT



BOOKS A MESS? NO PROBLEM!

Talk to me! I promise I can help you!
Call or Text Now (720) 908-0381

SCHEDULE AN APPOINTMENT

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If your business is not consulting with an accounting professional, you're missing out on several ways to increase your income. It's a smart expense.

As a small business owner, you probably sweat every expense. You're always trying to increase revenue, but keeping your expenditures down is equally important.

You do pay for expert assistance when you need a problem solved and can't find a solution yourself, though. An electrician fixes your wiring. An attorney helps with legal matters. A mechanic keeps your company vehicle running smoothly. They all cost money.

There's one type of professional you can call in who will actually help you make money: an accountant. Here are 3 ways that our financial expertise can mean more money in your bank account.



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01

Processing your own payroll costs you time and money.

An accountant can give both back to you.



Doing your own payroll manually? You're very brave. Setting up and maintaining payroll is one of the most time-consuming, detail-heavy tasks you face as the person responsible for the company's accounting.

You have to keep up with changes to payroll taxes, benefits, employee status, and all of the other compliance issues involved in compensating your workers.

If you don't know how mistakes can affect your bottom line, you've been doing a great job. Late or incorrect payroll has impact on your employees' livelihoods, of course. Missing payments to benefits providers threaten those critical elements. And if you submit payroll taxes late and/or send the wrong amounts, you could face financial penalties, or worse.

Using a payroll service? Are you happy with it? Even if they get the numbers right and on time, they may be serving you in a less-than-personal, prompt fashion. And they're only dealing with one segment of your accounting. They don't see the whole picture.

I can. Counting on me to process your payroll means three things:

- » I will process your payroll and submit your payroll taxes -- accurately and on time.
- » I will be able to see how payroll fits into your company's overall financial structure.
- » I will give you some of your time back.

The service I promise to deliver in this area will help you maintain goodwill with all involved and keep more of your income. No IRS or state penalties. No overpriced, impersonal payroll services. And no errors calculating the compensation your employees receive that can siphon dollars off.

02

Preparing your own income taxes can be risky – and expensive.

Even before the Tax Cuts and Jobs Act upended the IRS tax code and changed its form-and-schedule structure, small business income taxes were complicated. Rather than simplifying tax preparation, tax reform has added new rules and new exceptions. It's modified deductions, taken some away, and added new ones.

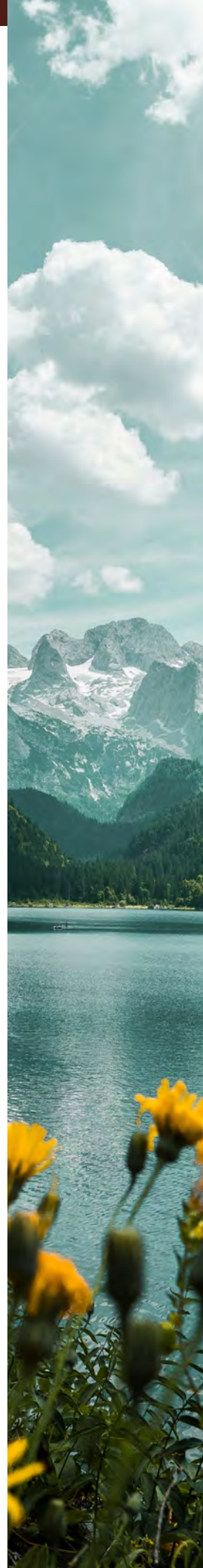
How can you be expected to keep up? Even if you use software, you still have to make judgment calls about the income that must be reported and the deductions that can be legally claimed. For example, do you know whether you're eligible for the new 20 percent deduction on Qualified Business Income (QBI)? Do you know how the Section 179 deduction has changed? What about the modifications to depreciation? So much has changed since the 2017 tax year, and those changes aren't over.

Inaccurate tax filing can cost you money in numerous ways. You might:

- » Take deductions that you shouldn't have, resulting in penalties.
- » Misreported your income. Again, more penalties from the IRS.

I'm up to speed on tax reform, and I've worked with countless businesses who don't have the time or desire to understand all of the intricacies involved in federal and state income tax preparation. They just want it done right, and they want to minimize their tax liability as much as is possible.

I can do the same for you. I know what questions to ask about financial issues you may not even have considered when you were preparing your own taxes. With the information I take in from consulting with you, I'll work to lessen the toll that tax season can take on you in so many ways and help you keep more of your hard-earned money.



03

Doing your own daily accounting work is keeping you from more critical tasks.



I really want to stress this: The time you're spending wrestling with your accounts and chasing down payments and running reports could be better spent doing the things that can actually result in increased revenue: managing your business and planning for a successful future.

Your dream of starting your own business probably didn't include being your own accountant. You knew you'd have to manage money, but you may not have envisioned just how time-consuming, distracting, and frustrating that would be.

I'd be happy to step in here and take over as much of your financial work as you'd like. After learning about your business—your goals, your current accounting system, your problem areas, etc.—I can start by reconciling your accounts, creating and generating the critical monthly or quarterly reports you must have, and troubleshooting your bookkeeping bottlenecks.

You're still the boss, of course. But the advanced services I can provide for you, like cash management and strategic business planning, will ultimately help you make smarter, more informed decisions, both large and small. That insight, combined with the time you'll get back, will give you the freedom to explore paths to higher profits. You'll have time to do the things that can help your company grow, like:

- » Do a thorough analysis of your products and/or services, evaluating both quality and quantity.
- » Consider new products or services.
- » Develop that marketing plan you've wanted to create and launch.
- » Learn performance management techniques that can help you support and motivate employees.
- » Improve your work/life balance.



When you're ready to get started in one or more of these areas, just contact me. I'll be happy to get you on the path to a more profitable future.

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