



Client Success Story

Payroll Outsourcing

Krueger & Associates, P.A.

Tampa, FL

Certified Public Accountants

**Kevin B. Krueger, CPA,
Managing Director, Owner**



“Many clients don’t see the benefit of a payroll service until they get a tax penalty from the IRS.”

– Kevin B. Krueger, CPA

As an experienced professional, you know managing the complexities of payroll can be tedious, time-consuming, and high risk in terms of errors. As their trusted business advisor, clients depend on you for solid, reliable advice. That’s why since the early 1990s, Kevin Krueger has been referring his clients to Paychex.

Staying compliant with new regulations can be a challenge for even a trained and experienced accountant or business person. Kevin recognized the value of having a trusted, reliable service to manage all the complexities and ever-changing rules and regulations of payroll. Kevin also observed that by entrusting a third party to manage payroll, his firm’s time could be better spent managing other details of a client’s business. Kevin stated, “I don’t choose to do my own payroll because it just doesn’t make sense to spend time on that versus client work.”

The Challenge: Educating clients about the benefits of outsourcing...

Many business clients start out thinking they can handle all the details of managing payroll on their own. Often smaller businesses feel like it would be easier to have an “in-house” bookkeeper or to ask their accountant to help manage payroll for them. However, it is not just a paycheck that needs to be printed and signed. Few people realize all the elements they need to consider, such as keeping up with changing federal, state, and local regulations; sick and vacation pay; bonuses;

Stats at a Glance

Firm Profile

Full service CPA and business consulting firm, serving clients in the Tampa/St. Petersburg, Florida area and beyond since 1985.

Staff

10 CPAs plus support and administrative staff.

“I started referring clients to Paychex since the early nineties and have been with Paychex ever since!”

–Kevin B. Krueger, CPA
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insurance; retirement needs; and more. These are all factors that play into payroll management. Kevin has also observed that people often don't want to pay for a third party to manage their payroll due to concerns about costs, but the fees are nothing compared to potential IRS penalties when things are not done correctly.

Ease of Implementation: Moving your clients to a payroll service is easier than you think...

Third-party providers offer a valuable service to their clients and respond quickly to their needs. That kind of responsiveness is one reason Kevin has been working with Paychex starting in the early 90s and has been referring clients ever since. "Starting with the first Paychex sales rep that walked through my office doors, they have always taken care of me and my clients. Paychex has a knack for hiring top quality people to partner with CPA firms to help us transition our clients and get them set up, holding their hand through the first two or three or four payrolls to get set up and fully functional."

Results: Higher-value, more profitable services

Kevin commented, "I want to focus on what I'm good at. Payroll is what Paychex is good at. When I turn a client over to Paychex, I know my client's payroll tax issues are over. I never have to deal with it or worry about it again."

Clients would be better served by providing them with higher-value services, including advisory and consultative services. As Kevin explained, "I want my staff to focus on percentage of completion of accounting; where a job's at; what the tax implications are going to be; what do the financial statements look like; and can we get a client's financials turned around quickly? Those are the things I want my staff and myself focused on rather than payroll."

Discover the Paychex Partner Program:

You can relieve your clients of complex payroll and heavy compliance work and protect them from tax penalties by referring them to the Paychex Partner Program.

Benefits include:

- **One month free services** on a Paychex payroll package
- **\$400 credit** toward a payroll package if using Paychex Major Market Services
- **\$200 off** 401(k) setup fees
- Six-month, money-back satisfaction **guarantee**

Participation is FREE and without obligation.

ENROLL ONLINE: CPA.com/Payroll

CALL: **877-264-2615**

In fact, not only can you exceed client expectations by outsourcing payroll to experts, but it also enables you to focus your time and resources offering more profitable advisory services to clients as their trusted business advisor.

Contact Us Today!

Call: 877.264.2615

Learn more at:
CPA.com/Payroll

