

CPA Practice Advisor

Today's Technology for Tomorrow's Firm

FEATURE

2017 Accountants
Product & Service
Guide

TAKING THE PAIN OUT OF EXPENSE MANAGEMENT

FROM THE TRENCHES

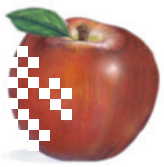
Taking the Pain Out of Expenses

THE STAFFING & HR ADVISOR

Communicate With Staff
for Greater Buy-In

PRODUCT REVIEWS

Expense Management Systems



9th Annual
2017 New York & Northeast Accounting Show

Show & CPE Conference July 12-13, Weds-Thurs Pennsylvania Hotel

A Show for New York, New Jersey, Long Island CPAs. 18th floor, 7th Ave and 33rd St, across from Penn Station

Sponsored by NCCPAP,
 National Conference
 of CPA Practitioners.



Register
 Today
 for the **FREE Show**

Free VIP Show Ticket

- ✓ **Checklist to attend:**
- ✓ **Managing Accounting Technology: iPads, iPhones, Cloud, Mobile, Web, Serving clients better.**
- ✓ **CPE sessions are all new** at the low cost of \$55 per day with 6 hours of CPE credits, or \$100 for two days with 12 hours of CPE credits. The CPE is accredited by The State Board for New York Public Accountancy, Sponsor license # 001779. The CPE is also accredited by the National Association of State Boards of Accountancy (NASBA), Sponsor Identification # 104942.
- ✓ **See and hear the newest accounting, business, finance, tax, payroll, cloud, mobile, web. Network with friends. Efficient two day program.**
- ✓ **Location. Location. Location.** The Pennsylvania Hotel is across from Penn Station and in the heart of Manhattan.
- ✓ **The Free Show will focus on accounting, business, tax, mobile, iPhones, iPads, Internet, financial, banking, tax, payroll, cloud for NY accountants.**
- ✓ **Free CPE keynotes each morning from 8-9:40 am with Two Free CPE credits.**
- ✓ **Sponsored by NCCPAP, National Conference of CPA Practitioners.**
- ✓ For complete details and to register online, visit: **flagmgmt.com/ny**

**2 Free CPE credits
 Day One, Wed 8 am**



Rick Richardson
 CPA, CITP, CGMA
 Richardson Media &
 Technologies,
 Canton, CT
**Technology Futures
 2017.**

**2 Free CPE credits
 Day Two, Thu 8 am**



Erik Asgeirsson
 President & CEO
 CPA.com
**Technologies for
 the Digital CPA.**

Free Show. Free CPE Keynotes. Low-Cost CPE at \$55./Day.



Free Show:

Weds, July 12 9:40 – 4 pm
 Thurs, July 13 9:40 – 4 pm

CPE Conference:

Weds, July 12 8 – 4:50 pm
 Thurs, July 13 8 – 4:50 pm

2017 New York & Northeast Accounting July 12-13

Register your whole team. Make multiple copies of this form and fax, email or mail today. A free show badge will be mailed to you.

Free Show Registration please print

Name _____

Title _____

Company _____

Street _____

City _____ State _____ Zip _____

Phone (____) _____

FAX (____) _____

Email _____

Free Show Registration please print

Name _____

Title _____

Company _____

Street _____

City _____ State _____ Zip _____

Phone (____) _____

FAX (____) _____

Email _____

3 Ways to Register

**Before July 1,
 Save time and register:**

ONLINE: flagmgmt.com/ny

FAX: 212-286-0086

**After July 1
 BRING TO SHOW:
 Pennsylvania Hotel
 18th floor, 7th Ave and 33rd St**

Flagg Management Inc
 353 Lexington Ave,
 New York, NY 10016
 Phone (212) 286-0333
 FAX: (212) 286-0086



COVER STORY: EXPENSES

- 6 6 Ways to Save Using Travel and Expense Management
By Concur Blog Team
- 7 How to Create an Effective Travel & Expense Policy
By Rick Price
- 7 Resources for Business Expenses

2017 PRODUCT REVIEWS

- 18 **EXPENSE MANAGEMENT SYSTEMS**
By Mary Girsch-Bock

COLUMNS

- 4 **FROM THE EDITOR:**
Conference Vibes: The Participation Factor
By Gail Perry, CPA, Editor-in-Chief

- 5 **FROM THE TRENCHES:**
Taking the Pain Out of Expenses
By Randy Johnston
- 27 **THE STAFFING & HR ADVISOR:**
Communicate With Staff for Greater Buy-In
By Paul McDonald
- 35 **BRIDGING THE GAP:**
Protect Your Firm and Clients with Multi-Factor Authentication
By Jim Boomer, CPA.CITP

FEATURES

- 22 **2017 ACCOUNTANTS PRODUCT & SERVICE GUIDE**
- 31 **APPS WE LOVE:**
Communicating
By Gail Perry, CPA, Editor-in-Chief
- 33 **THE PROADVISOR SPOTLIGHT:**
Intuit Rolls Out Enhanced Reconcile

A YEAR IN THE LIFE OF A PAYROLL ACCOUNTANT:

- 28 5 Reasons to Put Your Nanny on Payroll
Kathleen Webb
- 28 June Payroll Checklist
- 29 Payroll Problems Make Employees Go Job Hunting
Isaac M. O'Bannon, Managing Editor

CHANNELS

- 17 **PAYROLL**
- 26 **FIRM MANAGEMENT**
- 30 **TAXES**
- 32 **SMALL BUSINESS**
- 34 **ACCOUNTING & AUDIT**

WHAT YOU'LL FIND IN THE
JULY
CPA PRACTICE ADVISOR:

- Monthly Theme: Fund/Non Profit Accounting
- Reviews: Fund; Non Profit; Government Accounting
- Expert Commentary: Serving the Non Profit Sector
- Building Your Niche Practice: Government Entities
- Social Media Tips: Marketing to Non Profits
- Apps We Love: Useful Government Apps

WEB EXCLUSIVES

BUSINESSES LESS BULLISH ON ECONOMY, BUT EXPECT TAX REFORM

www.cpapracticeadvisor.com/12341153

THE RISKS AND REWARDS OF CAPTIVE INSURANCE

www.cpapracticeadvisor.com/12341154

THE TAX ADVICE THAT WE GIVE TO OUR CLIENTS

www.cpapracticeadvisor.com/12341152

CHECK OUT OUR PRODUCT & SERVICE GUIDE

www.CPAPracticeAdvisor.com/directory



GAIL PERRY, CPA
Editor-in-Chief
gail.perry@cpapracticeadvisor.com
@gperrycpa

Conference Vibes: The Participation Factor

I TRAVEL TO a lot of conferences in and related to the accounting profession: national, state, local, user – some are large (the largest was last year’s Sage Summit which touted 15,000 attendees), some are quite small (150 is about the smallest I’ve attended) – and I’m happy to report on them here, and let you appreciate the events vicariously while you save your money and time and stay at your office.

But if you want to be truly tuned in to what is happening in our profession, I recommend spending a little time at a conference. It’s almost as if the profession is split between those who are curious



about what changes are afoot and those who are happy with the status quo. And that’s fine, no matter which camp you’re in. However, if you haven’t been conferencing in a while, you might not have noticed

that the events are changing, and the profession is changing too, and you might want to reconsider attending.

First, the participants are getting younger. This is a transition that isn’t going to happen overnight, because our profession, for the most part, is still led by the older accountants and it’s the senior partners who often get to attend the conferences. Slowly, though, there are more and more younger accountants venturing in to the events, learning and sharing their own experiences, and helping to shape the profession.

Second, the education is getting a facelift. I’m seeing more classes

that provide take-this-and-run-with-it practical tools for growth instead of that 30,000 foot overview of the profession as a whole.

Third, you’ll hear from nationally known key-note speakers and other professional presenters who have exciting messages to share with you.

Most important, conferences provide a place where you can meet others who are like you. Other accountants who have businesses similar to yours and who have faced the same problems that you have. Accountants who are happy to talk about ideas and solutions and even collaboration that can help all of you. You’ll see accounting firms and other businesses that can be held out as role models for efficiency, use of technology, recruiting,

retaining staff, sustainability, succession planning, and you’ll have the opportunity to talk with members of these firms about the challenges they faced and the ways they overcame those challenges.

In addition, you’ll find that many of the speakers at accounting conferences are the thought leaders of our profession. They are helping to steer this great vessel on which we’re all riding, and you’ll discover that they are approachable. You can have one-on-one conversations and build relationships with the leaders who are making a difference every day in the profession.

So, you see, the cost of admission doesn’t just buy you the chance to tick some boxes on your annual CPE chart. While there’s plenty of CPE available, there is so much more going on at accounting conferences, and you can be a part of it. ■

— Gail Perry, Editor-in-Chief

CPA Practice Advisor
Today's Technology for Tomorrow's Firm

NSA Practice Advisor
Today's Technology for Tomorrow's Firm

Published by SouthComm Business Media, Inc.

PO Box 803 | 1233 Janesville Ave. | Fort Atkinson, WI 53538 | 920-563-6388 | 800-547-7377
VOLUME 27, NUMBER 5

Publisher: Barry Strobel
Editor-in-Chief: Gail Perry, CPA
Managing Editor: Isaac M. O’Bannon
Assistant Editor: Taija Sparkman
National Sales Manager: Lou Meszoros
Columnists: Ken Berry, JD
Doug Sleetor
Jim Boomer, CPA, CTP
Kristy Short
Randy Johnston
Rene Lacerte
Roman H. Kepczyk, CPA, CTP
Paul McDonald
Amy Vetter, CPA, CTP, CGMA
Reviewers: Mary Girsch-Bock
John Higgins, CPA
Art Director: Rhonda Cousin
Site Manager: Lester Craft
Production Manager: Barb Evenson
Audience Development Manager: Terri Pettit

Editorial Advisory Board:
Jim Bourke, CPA, CTP, CGMA, CFF
Jim Boomer, CPA, CTP, CGMA, MBA
Bob Cedergren, CPA, CTP, CGMA, CISA
Randy Johnston, MCS
Greg LaFollette, CPA, CTP, CGMA
Donny Shimamoto, CPA, CTP, CGMA
Doug Sleetor
Sandra Wiley, PHR, SPHR

SOUTHCOMM, INC.
CEO: Chris Ferrell
CFO: Bob Mahoney
COO: Blair Johnson
VP, Production Operations: Curt Pordes
VP, Technology: Eric Kammerzell
Executive Vice President: Gloria Cosby
Director of Digital Business Dev.: Lester Craft

Subscription Customer Service
877-382-9187; 847-559-7598
Circ.CPA@omeda.com
PO Box 3257, Northbrook IL 60065-3257
Article reprints: Brett Petillo
Wright’s Media 877-652-5295, ext. 118
bpetillo@wrightsmedia.com
List Rentals: Elizabeth Jackson
email: ejackson@meritdirect.com
phone: 847-492-1350 ext. 18
fax: 847-492-0085



Practice Advisor (USPS 017-576), (ISSN 2160-8725 print; ISSN 2160-8733 online) is published six times per year (February, April, June/July, August, October and December) by SouthComm Business Media, LLC, incorporating two editions known as CPA Practice Advisor and NSA Practice Advisor. Periodicals postage paid at Fort Atkinson, WI 53538 and additional mailing offices. POSTMASTER: Send address changes to Practice Advisor, PO Box 3257, Northbrook, IL 60065-3257. Canada Post PM40612608. Return undeliverable Canadian addresses to: Practice Advisor, PO Box 25542, London, ON N6C 6B2.

Subscriptions: Individual subscriptions are available without charge in the U.S. to qualified subscribers. Publisher reserves the right to reject non-qualified subscriptions. Subscription prices: The basic annual rate is \$3, based on qualifying associations of 10,000 or more public accountants that may also subscribe for all their public accountant members (certain restrictive covenants apply) for a basic subscription rate of \$9 per member for a three-year subscription. One year subscription for all others: USA - \$48; CAN \$70 GST; INT’L \$99 GST. All subscriptions payable in U.S. funds, drawn on U.S. bank. Canadian GST#842773848. Back issue \$10 prepaid, if

available. Printed in the USA. Copyright 2017 SouthComm Business Media, LLC.

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recordings or any information storage or retrieval system, without permission from the publisher.

SouthComm Business Media, LLC does not assume and hereby disclaims any liability to any person or company for any loss or damage caused by errors or omissions in the material herein, regardless of whether such errors result from negligence, accident or any other cause whatsoever. The views and opinions in the articles herein are not to be taken as official expressions of the publishers, unless so stated. The publishers do not warrant, either expressly or by implication, the factual accuracy of the articles herein, nor do they so warrant any views or opinions offered by the authors of said articles.

The opinions given by contributing authors are their own and are not the opinions of our staff. All trademarks used are the property of their respective owner.

This month's focus is on Travel and Expense Management - what you need to know about reimbursing and managing travel and other employee expenses within your own firm and when advising your clients. In addition to information about best practices how to add efficiencies in this area, we reviewed many travel and expense software products, apps and the travel and expense elements of popular accounting programs. You'll also find resources that can help you with specific travel and expense management and reimbursement issues, and, sprinkled throughout this magazine, there are tips and tools to improve your T&E management skills, including a guide for creating an effective company policy for travel and expenses, tips for taking the pain out of expense management, and much more!

6 Ways to Save Using Travel and Expense Management

By Concur Blog Team

TODAY'S TECHNOLOGY INNOVATION and changes in traveler behavior are driving significant and rapid change in corporate travel, and businesses need modern solutions to take control of employee spend. In fact, manual processes are impacting your bottom line in unexpected ways, costing you more than you think.

CFO magazine reports that the average finance worker spends 49 percent of their time processing transactions, which equates to roughly half their day filling out forms and dealing with invoices. Not to mention, a recent study by American Productivity and Quality Center showed that because labor costs play such a huge role in how much expenses cost to process, some businesses' outdated processes cause them to spend nearly twice as much as they would with more automation.

Financial leaders are always looking for ways to save, but understanding where money might be slipping through the cracks is crucial. Travel and expense (T&E) line items are a great place to start, but that level of detail and accuracy often requires automation.

Here are six ways automating with modern solutions can help uncover savings where you may not be looking:

1. Stop overspending on errors

Human error is inevitable. If your workers are manually entering and itemizing expenses, you're asking for mistakes. According to a 2015 Oversight Systems study, one in every 10 travelers submits at

least one duplicate expense in error, which easily adds up over time – Approximately \$50 per error, to be exact.

Since automated T&E systems populate charges directly from suppliers, credit card companies and captured receipts, accuracy is no longer an issue and the time saved on the processes leads to less expensive operating costs, not to mention bigger rebates from paying credit card bill sooner and better cash flow.

2. Reduce management time

It's no secret that extra steps take extra time, which is why manual processes can be so time consuming. When administrative steps such as requesting travel, booking reservations, paper receipts and authorizations can be removed with built-in automation, financial leaders can see not only increased productivity, but also a process that takes care of itself.

3. Gain visibility into mobile spend

Roaming mobile charges from traveling employees can easily add up unexpectedly. Since these costs are rarely accounted for in budgets they can deliver quite the unpleasant surprise in end-of-month finances and your bottom line. In fact, if you aren't managing mobile contracts correctly, you could be over-paying by as much as 30% per device.

4. Pin-point savings without increasing overhead

Mobile technology has made it more difficult for businesses to ensure

policy compliance and prevent fraud as employees often book directly and use mobile devices – which means their activity can be lost with manual or in-house systems. Monitoring and auditing becomes difficult when there's no visibility into transactions.

Finance leaders need to be able to meet employees where they already are, and gain visibility into mobile transactions to spot savings without increasing overhead. Automation has built-in auditing and data to help prevent these issues.

5. Negotiate discounts

The right tools give you the freedom to track every dollar with each vendor, meaning you're eligible for incentives. If you spend a certain amount of money, discounts are often promised – and automated T&E allows for that spend visibility.

6. Reduce tax costs

Employee travel comes with tax implications, such as payroll tax liabilities and value-added-tax (VAT) on international purchases. Fortunately, some of these taxes can be controlled and reclaimed – with the right visibility and tools.

GAIN BACK THAT LOW-HANGING FRUIT

With an average of 10 percent of the business budget devoted to T&E, that spending is low-hanging fruit when it comes to both managing expenses and unlocking savings. For many businesses, the amount of money unwittingly spent on wasteful processes would be shocking. ■

This article first appeared on the Concur blog. See how your T&E solution stacks up: <http://bit.ly/2slJgFf>



How to Create an Effective Travel & Expense Policy

By Rick Price

YOU KNOW THAT moment when you get an expense report in from an employee featuring a night at the Ritz Carlton and a \$500 client dinner? That's the moment that you think, "What's actually in our expense policy?" Or maybe, you're thinking, "Do we actually have an expense policy?"

Maybe it's not as extreme as a night at the Ritz, but nearly always, in a small- to mid-size business' lifespan, there's a moment where you realize that perhaps everyone won't just do the right thing. Or even that expectations are muddy and need to be clarified.

This is when you know you need to consider creating a travel and expense (T&E) policy, or at least do some serious updating on the one you have. You're not just protecting yourself against fraud, though that's one

reason, you're also making the path to doing the right thing clear and easy for your employees. No one has ever complained about clear expectations.

SO WHERE DO YOU START WITH A TRAVEL & EXPENSE POLICY?

An effective expense policy covers all aspects of employee-initiated spending, including business travel, appropriate use of corporate credit cards, contingency planning for things like trip cancellations or

emergencies, personal issues such as spouse or partner travel or add-on trips, and, of course, expense report submission and approval guidelines.

Everything related to these items needs to be clearly spelled out:

- Business travel
- Corporate cards
- Contingency planning
- Personal issues
- Administrative guidelines

FILLING IN THE DETAILS

Your policy should be specific on everything from medical accommodations to emergencies and mixing personal with business travel. All these things will come up at some point or another, especially as your company grows—you might

as well be prepared and ahead of it. The more detailed the policy, the less likely it is that you'll have to have one of those cringe-worthy compliance conversations with an employee.

STEP-BY-STEP INSTRUCTIONS

Creating a T&E policy is probably not how you want to spend your day, so I hope I can make it easier for you. Concur recently hosted a webinar, which is now viewable in an archive version at <http://bit.ly/2t1SN0b>, entitled *Creating a Travel & Expense Policy Employees Will Actually Follow*, which will step you through the details on what, how, why you need an expense policy and how you can get your employees to adhere to it. ■

RESOURCES FOR BUSINESS EXPENSES

- IRS Guide on Deducting Business Expenses <http://bit.ly/2cFmGn2>
- List of Self-Employed and Business Expenses <http://intuit.me/2ssO54m>
- When Costs Should Be Expensed or Capitalized <http://bit.ly/2rrKAuV>
- Common Expenses and Deductions for Uber and Lyft Drivers <http://intuit.me/2tmjp18>

Rick Price is an Emmy Award winning journalist who now works at Concur, where he writes about how small and medium size businesses can work smarter to get the big picture and focus on what matters most.

2017 Innovation Award Winners Announced in Los Angeles

AS CLOUD-BASED TECHNOLOGIES continue to become prevalent in professional accounting firms, new and enhanced methods of collaboration, internally and with clients, are emerging. These tools are allowing firms to better manage workflows, and to be more productive and more secure, while engaging with clients in ways that are convenient and productive for them as well.

The 2017 Tax and Accounting Technology Innovation Awards, now in their 14th year, highlight this progress in workflow management and client collaboration, with this year's winners all offering cloud-based solutions that enhance firm operations. The awards were presented in June during a reception and ceremony hosted by CPA Practice Advisor at the California Accounting and Business Show & Conference in Los Angeles.

The Innovation Awards debuted in 2004, serving as a spotlight to honor new or recently enhanced technologies that benefit tax and accounting professionals and their clients through improved workflow, increased accessibility, enhanced collaboration, or other means.

"We've crossed the threshold of accounting firms and their clients knowing that they need to embrace new technologies. Now the questions are around which technologies provide the best solutions," said CPA Practice Advisor Editor-in-Chief Gail Perry, CPA. "Each year we have the opportunity to examine and test new and improved products. It is our hope that these awards provide some guidance and insight into new technologies that are available to make the work-lives of accountants and their clients better, more efficient, and more successful." Perry also manages a tax practice and is the author of more than 30 books, including *Mint.com for Dummies*, and *Idiot's Guide to Introductory Accounting*.

2017 INNOVATION AWARD WINNERS

ADP Accountant Connect

Accountant Connect is a free and easy-to-use dashboard with single sign-on access to RUN Powered by ADP client payroll reports, tax forms and complimentary essential practice management tools. Accountants can save valuable time with super-fast, client-authorized access to multi-client payroll information, reporting and tax forms. And, they can easily request access to existing RUN clients by sending an invitation to them right from their dashboard. Accountant Connect users also get free access to best-of-breed practice management resources that can help them save money by running their practices more efficiently. Resources include the Wolters Kluwer CCH Resource Library with online access to the Master and State Tax Guides, Health Care Reform Library, Tax Briefings, Key Facts and Figures cards and courses for CPE credits. Users have fast access to salary calculators, state and local tax forms, ADP's Fast Wage and Tax Facts, and more which have been selected and customized just for ADP's connected accountants.

AuditFile Pro Plus

AuditFile Pro Plus gives audit professionals a cloud-based, all-in-one service that combines workpaper and trial balance management,

audit workflow, and the Wiley Advantage Audit series of industry-specific standards-based programs and planning documents. AuditFile's secure audit automation solution combined with Wiley Advantage Audit's trusted series of audit guides gives practitioners all the tools needed to perform efficient, quality engagements profitably, including Real-time audit progress tracking mapped to the chosen audit program through easy-to-read dashboards and real-time notifications; Industry-specific modules with risk-based planning tools, audit program, and completed materials for a sample company, including sample client letters; Integrated workflow linking planning, programs, workpapers, and the trial balance in one complete solution; and automated planning tools for key areas such as risk management, materiality, internal controls, and ratio analysis, that flow through to applicable program areas.

cPaperless SafeSend Returns – Business Returns

SafeSend Returns - Business Returns is a unique E-Signature solution. It

is the only all-inclusive electronic system that automates and organizes tax return assembly, collation, K1 distribution, Voucher / ES tracking, payments and much more... The cloud-based application saves time and streamlines internal office workflow by increasing staff productivity and reducing piles of paperwork. Clients love SafeSend Returns' ease-of-use. The clear, logical delivery of forms 1040, 1120, 1120S and 1065, allows tax and accounting firms to process, review, approve, and deliver tax returns in less than four minutes.



cPaperless LLC won a 2016 Innovation Award for SafeSend Returns (1040s) last year. This year SafeSend Returns - Business Returns is commercially available (K1 Distribution, 1065s, 1120, 1120s).

Expensify

Expensify pioneered automated, real time expense reports, and is a model for what is now considered the industry-standard in expense management. Expensify was the first company to allow items to be reimbursed in real time, as purchases are made, rather than having to wait until the end of a trip to submit one large report. This meant auto-harvesting reports at the end of each day. Happy employees see their reimbursement in their bank account before the expense hits their credit card. Happy accountants no longer have to spend time working through mundane reports containing violation-free expenses. Expensify is an easy sell for CPAs to accounting departments because we build features that work equally well for solo-preneurs to enterprise companies, in the Fortune 500. Expensify is thoughtfully structured product and only exposes as much complexity as the end user wants/needs without stifling functionality. Integrations are built with user efficiency and productivity in mind; by utilizing automation within the product, repetitive work and data entry is eliminated.

Intuit ProConnect Tax Online & QuickBooks Online Accountant

During tax season, accounting professionals spend about five hours per business client analyzing their books and performing “clean up tasks” to prepare those books for a tax return. Intuit integrated ProConnect Tax Online and QuickBooks Online Accountant to simplify the workflow and significantly save time

by creating one place for bookkeeping, taxes and practice management. This means a single login to access accounting and tax clients’ data from one client list, view e-file status notifications, and invoice accounting and tax clients from QuickBooks Online Accountant. The system also auto-populates information from a client’s QuickBooks Online file into a tax return using ProConnect Tax Online, which reduces errors and saves time. With QuickBooks Online Trial Balance, accounting professionals can view year-over-year variance to help prioritize which returns to review first. The system also works together with Link, a free client portal, that allows tax preparers to easily gather tax information and connect with clients.

INNOVATION AWARD FINALISTS

Bill.com Android App

The Bill.com Android app makes business payments simple, fast and secure for accountants and their clients. The app easily accommodates AP and AR by allowing accountants to access multiple client accounts while logged in. The app helps eliminate time-consuming and error-prone manual processes such as chasing down approvers, sending invoices, getting checks signed and stuffing envelopes.

Karbon Task Management

Karbon streamlines task management, giving accounting firms quick access to see what staff is working on. Users can prioritize and delegate tasks, set standard task processes, and turn email into checklists. The system also maintains a communication audit trail. New enhancements include workflow visualization, workflow customization, communications management, email management,

accounting professional specific CRM, project management and most recently, client management.

SurePrep TaxCaddy

TaxCaddy eliminates the paper organizer and streamlines the entire 1040 process for both the taxpayer and CPA. Throughout the year, taxpayers can use the TaxCaddy mobile phone app to photoscan and upload paper documents like property tax notices and vehicle registration receipts so they’re available to the CPA at tax time.

Thomson Reuters Checkpoint Marketing Social Media Solutions

Checkpoint Marketing Social Media Solutions helps accounting firms develop and maintain a robust social media presence by providing a market-leading social media management platform, relevant content with imagery, on-going training, and metrics to analyze results. Solutions include: Social Media Manager, Federal Tax Posts, Briefs, and Infographics & Fun Facts.

Xero Report Templates

Xero’s Report Templates is a groundbreaking report tool that reduces the amount of time accountants spend on client reporting, in many cases by up to 60%. With Report Templates, accountants can create beautiful, customized reports (or “packs” of reports) that can be used across any or all of their clients. With this tool, Xero Partners are able to deliver amazing reports in far less time all while ensuring firm-wide reporting consistency.

The winners of the CPA Practice Advisor Tax and Accounting Technology Innovation Awards are selected from nominated products by our editorial board and awards committee, which include thought leaders

Honorable mention goes to these other 2017 Innovation Award Nominees:

- AutoKept TALK Accounting
- Avalara CertCapture/CertExpress
- BNA Corporate Tax Analyzer
- BNA Fixed Assets Web
- C9 Portal from Cloudnine Realtime
- CashSage from Sageworks Inc.
- CCH Axxess Workstream from Wolters Kluwer
- CCH ProSystem fx for Small Firms from Wolters Kluwer
- FinancialForce Financial Management
- FloQast Close Management Solutions
- Intacct Contract and Revenue Management
- Intuit Practice Management
- Invoice Sherpa
- MagicBot from SlickPie
- MyFirmsApp
- Scalus from HireAthena
- SmartVault Batch Email & Workflow
- TaxBuzz MatchMe from ClientWhys
- TeamMate+ from Wolters Kluwer
- Thomson Reuters Answer Path
- Thomson Reuters Authenticator
- Thomson Reuters Checkpoint Engage
- Thomson Reuters Checkpoint PPC Deskbooks with Interactive Practice Aids
- Thomson Reuters Checkpoint State Clear Comply
- TSheets Embedded Within QuickBooks Online

and professionals engaged in various practice specialties across the country. CPA Practice Advisor’s digital and print publications offer independent practice management resources and technology information for tax and accounting professionals in public practice. www.CPAPracticeAdvisor.com. The nomination period for the 2018 Innovation Awards will open in February 2018. ■

CPA Practice Advisor TECHNOLOGY INNOVATION AWARD

SPOTLIGHT



ADP Accountant Connect

Accountant ConnectSM from ADP® is changing the way accounting professionals connect with their clients and helping to position themselves as strategic advisors. Designed by accountants for accountants, **Accountant Connect** is an easy-to-use dashboard with single sign-on access to RUN Powered by ADP® client payroll reports, tax forms and complimentary essential practice management tools. And it's completely free.

Accountants will save valuable time with super-fast, client-authorized access to multi-client payroll information, reporting and tax forms. And, they can easily request access to existing RUN clients by sending an invitation to them right from their dashboard.

Accountant Connect users also enjoy complimentary access to best-of-breed practice management resources that can help them save money by running their practices more efficiently and strategically. Resources include access to the Master and State Tax Guides, Health Care

Reform Library, Tax Briefings, Key Facts and Figures cards and courses for CPE credits. Users have fast access to salary calculators, state and local tax forms, ADP's Fast Wage and Tax Facts, and more, which have been selected and customized just for ADP's connected accountants.

To learn more about **Accountant Connect** and how accountants are using it today to save their firm time, visit adp.com/accountantconnect



A more human resource.SM

ADP, the ADP logo and RUN Powered by ADP are registered trademarks of ADP, LLC.

ADP A more human resource. and Accountant Connect are service marks of ADP, LLC.

All your clients. One roof.



Imagine all your client payroll data lived in one place.

That's what Accountant ConnectSM gives you. Your ADP payroll clients' data and reports (and loads of other useful resources), all on one central platform.

One log-in. Everything you need.

Now imagine what you could do with the hours you'll save. You can spend more time visiting those clients, for a start.

Change the way you connect. **Accountant Connect.**SM
adp.com/accountantconnect

ADP and the ADP logo are registered trademarks of ADP, LLC. ADP. A more human resource. and Accountant Connect are service marks of ADP, LLC. Copyright © 2017 ADP, LLC. ALL RIGHTS RESERVED.



A more human resource.SM

CPA Practice Advisor TECHNOLOGY INNOVATION AWARD

SPOTLIGHT



AuditFile Pro Plus

In late 2016, AuditFile released a first of its kind innovation in audit automation software for A&A professionals to help firms of all sizes perform audits, reviews and compilations more efficiently and effectively. **AuditFile Pro Plus** gives audit professionals a cloud-based, all-in-one service that combines workpaper and trial balance management, audit workflow, and the Wiley Advantage Audit series of industry-specific standards-based programs and planning documents. AuditFile's secure audit automation solution combined with Wiley Advantage Audit's trusted series of audit guides gives practitioners all the tools needed to perform efficient, quality engagements profitably, including:

- Real-time audit progress tracking mapped to the chosen audit program through easy-to-read dashboards and real-time notifications;
- Industry-specific modules with risk-based planning tools, audit

program, and completed materials for a sample company, including sample client letters;

- Integrated workflow linking planning, programs, workpapers, and the trial balance in one complete solution;
- And automated planning tools for key areas such as risk management, materiality, internal controls, and ratio analysis, that flow through to applicable program areas.

Scalable and affordable for firms of all sizes, Pro Plus starts at just \$149/month and includes the audit automation software, the entire series of Wiley Advantage Audit programs and planning documents, and unlimited data storage.

For more information about AuditFile Pro Plus with Wiley Advantage Audit built in, please visit AdvantageAudit.com.



AuditFile

AUDITS | REVIEWS | COMPILATIONS

Winner of a
2017 Technology
Innovation
Award

Auditing. Evolved.



A cloud-based all-in-one audit program and planning system that lets your team work whenever and wherever they choose, from any connected device.

Sign up for a free 14-day trial at advantageaudit.com!

- ❖ **Dramatically shorter** and easier to use than other national practice aids
- ❖ Real-time **audit progress tracking**
- ❖ **Industry-specific modules** with Risk-Based Planning Documents, Audit Programs, and completed materials for a sample company
- ❖ **Intuitive interface** requires minimal training
- ❖ Enables **real-time collaboration**
- ❖ Cloud-based — work **how and where you want** from any connected device
- ❖ **Integrated workflow** links planning, programs, work-papers, and the trial balance in one complete solution

Wiley Advantage Audit powered by  AuditFile

CPA Practice Advisor TECHNOLOGY INNOVATION AWARD

SPOTLIGHT



Expensify

With over 35,000 customers and an award-winning partner program, **Expensify** is the innovation leader in automated expense management. The user-friendly mobile app makes it easy for employees to submit expense reports as soon as an expense is incurred simply by snapping a photo of the receipt. Patented SmartScan OCR technology reads the receipt and transcribes relevant information onto an expense report, then merges each expense with the corresponding credit card transaction for automatic reconciliation. Reports can be scheduled to submit daily, weekly, monthly, or at any other cadence, making it easy to close the books on time.

Expensify's mobile app is clean and intuitive, but don't mistake that for simplistic functionality. The web application offers robust and powerful features for accountants, including corporate card reconciliation, next-day reimbursement, direct integrations with all major accounting softwares, and the option to

automate every step of the process from report submission to reimbursement. Receipts are stored indefinitely, providing a bulletproof paper trail in case of an audit. **Expensify** saves time for admins and employees while offering accountants maximum control over company spend and realtime visibility into company finances.

The **ExpensifyApproved! Partnership Program** provides a dashboard to centrally manage all client expenses, as well as exclusive discounts and networking opportunities. As the only expense management partner of CPA.com, **Expensify** is the tool of choice for firms such as BDO, Eide Bailly, EisnerAmper, and thousands of boutique accountancies.

Designed for everyone from solopreneurs to Fortune 500 enterprises, **Expensify's** active user pricing makes it an accessible solution for companies of all sizes. To learn more, visit use.expensify.com.



CPA Practice Advisor TECHNOLOGY INNOVATION AWARD

SPOTLIGHT



SurePrep TaxCaddy

TaxCaddy eliminates the paper organizer and streamlines the entire 1040 process for both the taxpayer and CPA. Throughout the year, taxpayers can use the **TaxCaddy** app for iPhone and Android to photoscan and upload paper documents like property tax notices and vehicle registration receipts so they're available to the CPA at tax time. In January, the CPA can send an electronic questionnaire that the taxpayer can respond to from any location using a mobile phone app; even using voice to text. Taxpayers can respond to the CPA's document request list by uploading items from their PC, Mac, tablet or mobile phone. **TaxCaddy** can be linked to over 300 financial institutions to automatically retrieve 1098s, 1099s and W-2s the day they are issued so they're available to the CPA immediately,

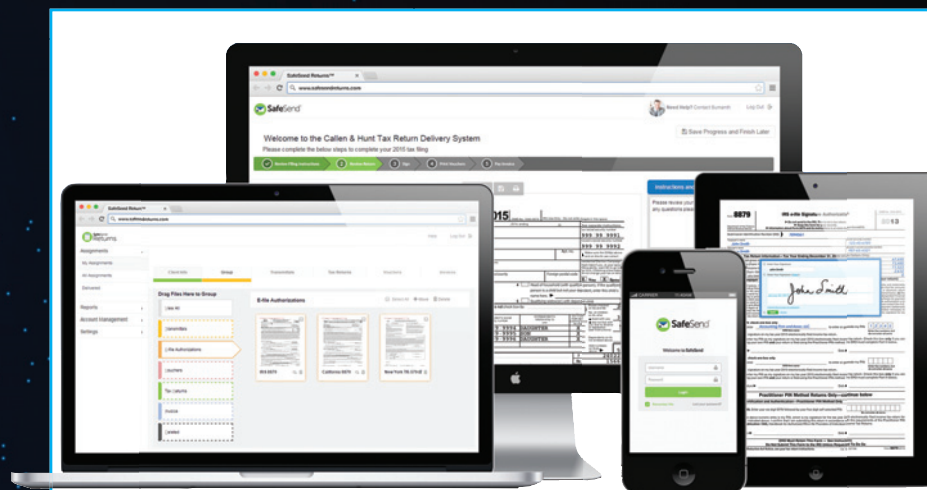
without the taxpayer needing to lift a finger. Items like the engagement letter and the e-file authorization form can be electronically signed by the taxpayer.

Once the CPA is ready, he or she can send all the documents collected through **TaxCaddy** through Optical Character Recognition (OCR) and export to the tax software to further automate the preparation and review. Finally, draft and final version of the tax return can be delivered by the CPA to the taxpayer via **TaxCaddy**. **TaxCaddy** simplifies tax time for the taxpayer and CPA.



CPA Practice Advisor TECHNOLOGY INNOVATION AWARD

SPOTLIGHT



cPaperless SafeSend Returns – Business Returns

SafeSend Returns is a unique E-Signature solution. It is the only all-inclusive electronic system that automates and organizes tax return assembly, collation, K1 distribution, Voucher / ES tracking, payments and much more... The cloud-based application saves time and streamlines internal office workflow by increasing staff productivity and reducing piles of paperwork. Clients love SafeSend Returns ease-of-use. The clear, logical delivery of 1040's, 1120's, 1120s and 1065's, allows tax and accounting firms to process, review, approve, and deliver tax returns in less than four minutes.

cPaperless LLC won a 2016 Innovation Award for SafeSend Returns (1040's) last year. This year SafeSend Returns - Business Returns is commercially available (K1 Distribution, 1065's, 1120, 1120's).

<https://www.safesend.com/>



What is Compensatory Time Off?

By Mike Kappel

It's essential for your employees to have time away from work. They need to spend time with their families and follow their interests. And, rested employees will perform better than tired, burned out employees. Your employees value their time, and you should value it, too.

When employees work extra hours, you might want to give them extra time off, known as comp time. However, comp time is illegal in many situations.

So, what is comp time, who can use it, and when is it legal and illegal?

WHAT IS COMP TIME?

Comp time, or compensatory time off, is time off you give employees for working overtime hours instead of paying time-and-a-half overtime wages. Overtime hours are typically any hours an employee works beyond 40 hours in a week.

You cannot offer comp time to all employees. You can only give comp time to nonexempt employees in the public

sector. You cannot give comp time to nonexempt employees at a private, non-governmental business.

Let's say you have a private business. You have a nonexempt employee who works 56 hours in a workweek. Instead of paying 16 hours worth of overtime wages to the employee, you give them comp time the next week. In this case, you probably violated FLSA comp time laws. Instead, you should have paid the employee overtime wages for the extra 16 hours worked to remain in compliance with FLSA compensatory time off rules.

At private businesses, you can give exempt employees time off when they work extra. For example, your exempt employee normally works 40 hours per week. The employee works 50 hours this week. You can allow

the employee to take 10 extra hours off for the extra time worked.

Comp time is mostly illegal to prevent you from overworking employees. Comp time laws also ensure employees are fairly compensated for the work they do.

WHAT IF EMPLOYEES AGREE TO COMP TIME?

So, what if you and your private, nonexempt employees agree to comp time instead of overtime wages? Comp time is still illegal. You cannot give your employees comp time even if it is mutually agreed to.

ALTERNATIVES TO COMP TIME

Most small business owners cannot offer comp time. So, what can you do instead when a nonexempt employee works extra hours?

If an employee works extra hours earlier in the workweek, you might be able to rearrange the employee's work schedule for that week. For example, the employee works 10 hours instead of eight on Monday. You might permit the employee to leave two hours early on Friday. The time off must take place in the same workweek; otherwise, you still need to pay overtime wages.

By adjusting an employee's hours in the same workweek, the employee doesn't work extra hours, and you don't have to pay overtime wages. However, this might not work if your business is in a location that requires you to pay overtime wages once an employee works more than a certain number of hours in a day.

In most cases, you will have to pay overtime wages to your employees when they work overtime hours. Let's say you have an employee whose regular rate of pay is \$10. For overtime wages, the hourly overtime rate is \$15 (\$10 X 1.5). If that employee works 10 hours of overtime, you would owe the employee \$150 for the extra time worked.

(Reprinted with permission from the Patriot Software blog.)

THIS MONTH'S TOP PAYROLL SOCIAL MEDIA POSTS

- Google for Jobs: Disrupting the Recruiting Market. From the ADP Blog: <http://bit.ly/2rZmmF6>
- The Small Business Owner's Guide to 401(k)s. From the SurePayroll Blog: <http://bit.ly/2oj8NBN>
- How to Conduct an Effective Payroll Audit. From the Fuse Blog: <http://bit.ly/2rHK23x>
- 5 Benefits of Outsourcing Payroll. From the Sentric Blog: <http://bit.ly/2qXvSKt>
- Improving Employee Experience Through Integrated HR Technology: From the InovaPayroll blog: <http://bit.ly/2qs0TTn>



LATEST PAYROLL NEWS

Payroll Problems Make Employees Go Job Hunting. Payroll problems may be the fastest way to send top talent to the exits. www.cpapracticeadvisor.com/12341442

IRS Approves 84 Certified Professional Employer Organizations. The organizations must also post a surety bond to finalize their certification. www.cpapracticeadvisor.com/12341155

How to Make Yourself Indispensable at Work. The way to start measuring your value in an organization is by doing a personal power audit. www.cpapracticeadvisor.com/12333398

4 Ways Marriage, Divorce and Do-Overs Can Increase a Social Security Check. One retirement benefit often gets overlooked, or not discussed at all, by some financial advisers: Social Security. www.cpapracticeadvisor.com/12335766

42% of Employees Consider Quitting Their Jobs in Next Year. Part of the retention challenge for executives is understanding why a good employee might want to leave. www.cpapracticeadvisor.com/12335770

Expense Management Makes Dollars and Common Sense

MAKING THE DECISION to implement expense and travel management software is fairly simple. The very minimal cost of the software in many cases will be quickly offset by the time, energy, and aggravation eliminated upon implementing the software in your business.

Even the smallest businesses, where employees travel minimally can benefit from the use of expense management software.

It's no secret that managing employee expenses and travel, whether that be air travel, mileage, or a combination of both, can strain the patience of even the most mild-mannered manager. Lost receipts, late bookings, air travel penalties, late expense reports, over-inflated mileage reports; all of these things can be eliminated with the use of expense management software.

Need more convincing? Here are just a few more reasons to get this software implemented in your office ASAP:

- In most cases, employees can capture and upload receipt images on their smartphone or tablet immediately, completely eliminating the issue of lost or misplaced receipts, as well as the time wasted tracking them down.
- Integration with the majority of banking institutions helps to ensure that all expenses are included on any submitted expense report, eliminating surprises, as well as time-consuming account reconciliation.
- Most expense management products

can easily track expenses in multiple currencies; automatically applying the current exchange rate when an expense is entered. This is a must if you have employees that frequently travel internationally.

- For those who spend a lot of time behind the wheel, many of the products we reviewed can automatically track mileage. Even those that do not track mileage automatically will typically work with third-party apps that will handle mileage tracking with ease.
- Direct reimbursement of expenses is a win-win. You'll love it and your employees will love it. No longer will expense reports languish on someone's desk, while your employee impatiently waits for reimbursement. Once the report is approved, you can choose to automatically deposit employee funds directly into their bank account.
- Many of the products reviewed also offer a variety of spending controls, with administrators and managers able to create rules and spending limits for employees. The availability of report analytics provides business owners and managers with the ability to see

where money is going, and how much those monthly trips are really costing the company.

- Integration capability may or may not be of importance to you, but how great would it be to have a system that was able to integrate with your accounting or ERP system, eliminating the need to enter information two and sometimes three times.

Using our chart, we looked at 14 different categories that we felt were important. Those categories include: Complete Mobile Accessibility, Receipt Capturing and Uploading Capability, Multiple Product Access Levels, Multi-Currency Capability, Mileage and Time Tracking, Automated Credit Card Feed, Approval Process, Auto-Reimbursement, Spending Controls, Automated Expense Report Creation, Reporting Options, Integration with Accounting Systems, Help and Support, and Free Trial available.

The products we looked at vary in both functionality and price, with some products available at no cost for very small businesses. Some of the products are complete expense management applications, while others are apps designed to be used with

your native ERP or accounting software.

The products we reviewed include:

- Abacus
- AutoKept
- Certify
- Chrome River
- Concur
- ExpensAble
- ExpensePoint
- Expensify
- SpringAhead
- SutiExpense
- Tallie
- Xpenditure
- Zoho Expense

Apps reviewed include the following:

- BizExpense
- Tracker
- MileIQ
- NEAT
- Receipt Bank
- Shoeboxed

Clearly, there's not a shortage of products to choose from. Conveniently, many of the products also offer prospective customers a downloadable trial of the product that they can try out prior to purchasing.

Take a moment and determine exactly what it is that would benefit your company the most. Be it a more convenient, cost effective way to book travel, the ability to have expenses transmitted in real time, or the ability to simply reimburse your employees for out-of-pocket expenses on a timely basis.

If you're ready to have accurate expense reports with no missing receipts, then take a look at these products. There's likely one (or more) that will suit your needs.

Abacus — Abacus Labs, Inc.

www.abacus.com

Abacus is an automated expense reporting system well-suited for small to mid-sized businesses. Abacus offers two product versions; Starter, which is designed for businesses with less than 50 employees submitting expenses and Professional, which is for businesses with

a higher volume of expenses submitted monthly.

Abacus can be accessed online from just about any browser, or by using a mobile device, including iOS and Android smartphones and tablets.

Users can easily manage receipts by simply snapping a photo of the receipt

and uploading it directly to Abacus. Abacus uses auto-categorization, receipt data and other information (such as CRM data and geo-location) to automatically create expenses in real time. Receipts can also be emailed, with each user assigned a personal email address to submit all of their receipts to. Once a

★ **4.5** 2017 OVERALL RATING

receipt is received, it is automatically converted into a PDF file.

Read the full review for this product online at: www.CPAPracticeAdvisor.com/12337801

Certify Travel & Expense Management

www.certify.com

Certify is a travel and expense management software application that is best suited for small to mid-sized businesses that need to track travel and related expenses for multiple employees. The product offers seam-

less integration with QuickBooks products, making it an ideal solution for those using QuickBooks. Users on G2 Crowd ranked Certify best in satisfaction for enterprise and mid-market.

To get started, users of the Certify Now! System can simply download the

product, while users of the professional and enterprise versions need implementation assistance. Within the program, the system can read an uploaded photo of a receipt, with users able to edit information onscreen prior to uploading.

★ **5** 2017 OVERALL RATING

Read the full review for this product online at: www.CPAPracticeAdvisor.com/12337813

EXPENSE MANAGEMENT: REVIEW

	ONLINE/MOBILE ACCESSIBILITY	RECEIPT CAPTURING & UPLOADING	MULTIPLE PRODUCT ACCESS LEVELS	MULTI-CURRENCY	TRACKS MILEAGE & TIME	TRAVEL MANAGEMENT	AUTOMATED CREDIT CARD FEED	MULTI-LEVEL APPROVAL PROCESS	AUTO-REIMBURSEMENT	SPENDING CONTROLS	AUTOMATED EXPENSE REPORT CREATION	USAGE REPORTING	INTEGRATION WITH OTHER APPLICATIONS	GOOD HELP & SUPPORT OPTIONS	FREE TRIAL
ABACUS	X	X		X	X		X	X	X	X	X	X	X	X	X
CERTIFY	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
CHROME RIVER	X	X	X	X		X	X	X	X	X	X	X	X	X	
CONCUR	X	X	X	X	X	X	X	X		X	X	X	X	X	X
EXPENSABLE	X	X	X	X	X	X	X	X	X	X		X	X	X	X
EXPENSEPOINT	X	X*	X	X	X		X	X		X		X	X	X	X
EXPENSIFY	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
SPRINGAHEAD	X			X	X		X	X			X	X	X	X	
SUTIEXPENSE	X	X	X	X		X	X	X		X	X	X	X	X	X
TALLIE	X	X	X	X	X		X	X		X	X	X	X	X	X
XPENDITURE	X	X	X	X	X		X	X		X	X	X*	X	X	X
ZOHO EXPENSE	X	X	X	X			X	X		X		X	X	X	X
APPS															
BIZEXPENSE TRACKER	X	X		X	X							X		X	
MILEIQ	X				X									X	X
NEAT	X	X											X	X	X
RECEIPT BANK	X	X	X				X				X		X	X	X
SHOEBOXED	X	X		X	X						X		X	X	X

*Users can upload receipts but only as an image
**Limited

Chrome River

www.chromeriver.com

Chrome River Mercury is the latest version of Chrome River's expense management application that is well suited for larger businesses and global organizations. Along with expense management, Chrome River also offers

Invoicing, Auditing, and Analytics modules.

Mercury is the latest version of Chrome River's expense management application that features an up-to-date user interface. Chrome River is accessible via the web, or from mobile

devices such as smart phones and tablets. One of Chrome River's best features is that the product offers a standard interface that remains consistent across multiple devices, ensuring a similar experience whether from a desktop computer or an iPhone.

★ **5** 2017 OVERALL RATING

Read the full review for this product online at: www.CPAPracticeAdvisor.com/12337834

Concur Expense — Concur – SAP

www.concur.com

Purchased by SAP in 2014, Concur is best suited for larger enterprise level businesses that require extensive expense management for employees. Additional options in Concur include Concur Travel and Concur Invoice. A Concur expense solution for small to mid-sized businesses

is also available.

Concur, a SAP company, offers a series of travel and expense management apps. The product can be used on desktop and laptop computers, as well as tablets and smartphones. Users can easily snap a photo of a receipt, and those using the travel app can easily book travel from

their mobile device as well. Once an image has been captured, users can upload the images directly to Concur, where they are automatically categorized and attached to the newly created expense report. Users can also add receipts and other images via email or fax, with all receipts and other images stored in the Available Receipts

★ **4.75** 2017 OVERALL RATING

Library, where they can be accessed when creating the expense report.

Read the full review for this product online at: www.CPAPracticeAdvisor.com/12337814

ExpensAble — Insperty, Inc.

www.expensable.com

ExpensAble Expense Management is a good fit for small to mid-sized organizations that need to track employee expenses. ExpensAble is available in two editions; Express edition, for smaller organizations

looking for simple expense reporting and filing with single route accounting approval, and Corporate edition, for larger organizations looking for more flexibility and control.

ExpensAble is an online application and

can be accessed from desktop and laptop computers, as well as mobile devices. The ExpensAble mobile app, available for both iOS and Android devices, allows users to easily submit receipts by simply taking a photo, with no additional detail needed.

★ **4.75** 2017 OVERALL RATING

Read the full review for this product online at: www.CPAPracticeAdvisor.com/12337816

ExpensePoint — GlobalPoint Technologies

www.expensepoint.com

ExpensePoint is an automated expense management application that is a good fit for small to mid-sized organizations that prefer a more hands-on approach to expense entry, but also desire mobile capability. The product can be accessed online, installed on a desktop

computer or users can opt to use the new mobile phone app that increases system functionality considerably. The mobile app allows users to perform the same functions on a mobile device that are performed on the regular online version. The mobile app allows users to record expenses immediately, with

the option to take a photo or add an image directly to each expense entered. It's important to note that data on the receipt is not automatically read via OCR capability, but instead saved as an image to attach to a receipt.

★ **4.5** 2017 OVERALL RATING

Read the full review for this product online at: www.CPAPracticeAdvisor.com/12337838

REVIEW: EXPENSE MANAGEMENT

Expensify

[Use.expensify.com](http://www.expensify.com)

Expensify is a good fit for businesses of just about any size. The product offers increasing levels of functionality depending on user requirements. Expensify can track a variety of expense types, as well as time and mileage.

Expensify is a web-based application that also offers a mobile app for easy anywhere access. The product allows users to easily upload expense receipts directly into the application, or simply download the mobile app, snap a photo of the receipt, and upload it directly

into Expensify. The mobile app uses SmartScan technology, which allows users to just snap a photo of a receipt, which will be automatically uploaded into Expensify.

★ **4.75** 2017
OVERALL
RATING

Read the full review
for this product online at:
[www.CPAPracticeAdvisor.com/
12337797](http://www.CPAPracticeAdvisor.com/12337797)

SpringAhead

www.springahead.com

SpringAhead is a time tracking and billing application that also includes some expense management features. SpringAhead is well suited for mid-sized businesses that need to track employee time and expenses. SpringAhead is a

web-based application, with users able to utilize the product from any location with an Internet connection.

Designed for anytime/anywhere time tracking and expense management, SpringAhead's user interface is designed to resemble an expense report,

making entering information quick and easy. The product also offers integration with SmartVault, allows users to upload expense related documents to the application and store them for future access.

★ **4.25** 2017
OVERALL
RATING

Read the full review
for this product online at:
[www.CPAPracticeAdvisor.com/
12337849](http://www.CPAPracticeAdvisor.com/12337849)

SutiExpense

www.sutisoft.com

SutiExpense, from SutiSoft is travel and expense management software that works to plan and track corporate travel and manage employee expenses. Designed for businesses of all sizes, SutiExpense offers an online platform that also offers access for

mobile devices such as smart phones and tablets. SutiExpense offers three editions of SutiExpense, with each version offering additional features.

SutiExpense allows users to snap a photo of a receipt and simply upload directly from the smart phone. Users can also use a webcam to snap a

photo, or submit receipts via email, fax or scan. Once the receipt is in SutiExpense, users can add comments and attach receipts directly to the expense report.

SutiExpense offers excellent customization capability, with administrators able to customize system

★ **4.75** 2017
OVERALL
RATING

access for both standard users and approvers.

Read the full review
for this product online at:
[www.CPAPracticeAdvisor.com/
12337829](http://www.CPAPracticeAdvisor.com/12337829)

Tallie Expense Management Software

www.tallie.com

Tallie, an online expense management system, is well suited for businesses of just about any size. Tallie recently announced that it has merged with Nexonia, with operations continuing in both the U.S. and Canada.

Along with online access, Tallie offers mobile apps for both iOS and Android users. The mobile apps allow users to easily track expenses using their phones. Users can also opt to forward receipts from online merchants directly to Tallie for easy reconciliation. Tallie can quickly

categorize expenses submitted by using a previous expense history.

Tallie uses Optical Character Recognition (OCR) algorithms that can identify and categorize data as it is entered. To process receipts, users take a photo of their receipt and upload in directly to Tallie. For those

★ **4.75** 2017
OVERALL
RATING

not using mobile devices, receipts can also be forwarded to Tallie via email.

Read the full review
for this product online at:
[www.CPAPracticeAdvisor.com/
12337824](http://www.CPAPracticeAdvisor.com/12337824)

Xpenditure

www.xpenditure.com

Flexible enough to be used by teams, enterprises, accountants, or single users, Xpenditure is an online expense management application that offers easy online access, as

well as a mobile app that users can utilize to upload receipts and create and submit expense reports.

Users can use the app to upload receipts, just taking a photo and hitting the Use Photo option, Once

the photo is uploaded, users can fill in the rest of the data and submit the expense. Receipts can also be uploaded via email as well.

★ **4.75** 2017
OVERALL
RATING

Read the full review
for this product online at:
[www.CPAPracticeAdvisor.com/
12337854](http://www.CPAPracticeAdvisor.com/12337854)

Zoho Expense

www.zoho.com

Zoho Expense is an online expense management software product that is best suited for small to mid-sized businesses. Zoho Expense offers two editions; the Free Plan and the

Standard Plan, making it easy for smaller businesses to scale up to a more robust version if necessary.

Zoho users can manage all of the receipts and expenses from the easily navigated dashboard. Users

can snap a photo of a receipt, and Zoho will automatically populate important fields. Users can also bulk add expenses if necessary.

★ **4.5** 2017
OVERALL
RATING

Read the full review
for this product online at:
[www.CPAPracticeAdvisor.com/
12337828](http://www.CPAPracticeAdvisor.com/12337828)

EXPENSE MANAGEMENT APPS: REVIEW

BizXpenseTracker — Silverware Software

www.silverwaresoftware.com

Designed as an organizational tool, BizXpenseTracker is available for Apple iOS devices. BizXpenseTracker works well for smaller businesses and solo entrepreneurs that need a way

to easily track time, mileage, and expenses while out in the field. The app offers no direct integration with other applications; instead users can export data from the app directly to their Mac or PC in order to process

the details as needed.

BizXpenseTracker offers multi-currency functionality, with users able to choose the currency they wish to use, downloading the most current exchange rates from the Internet.

Read the full review
for this product online at:
[www.CPAPracticeAdvisor.com/
12337810](http://www.CPAPracticeAdvisor.com/12337810)

MileIQ

www.mileiq.com

MileIQ is designed to automatically track mileage for taxes or reimbursements. It's designed to fit the needs of both the self-employed looking for mileage deductions, as well as organizations that need to manage

employee mileage. MileIQ is designed to be easy. It automatically tracks and logs your drives without users having to do anything. Users can easily classify drives with swipe, placing each drive in a standard category such as business, personal,

or medical. Custom categories can be setup in MileIQ as well. Users can also set their own personalized business hours, so any driving outside those hours will automatically be classified as personal. MileIQ also gives you full control over adding

drives and editing previous trips.

Read the full review
for this product online at:
[www.CPAPracticeAdvisor.com/
12337818](http://www.CPAPracticeAdvisor.com/12337818)

Neat

www.neat.com

Neat is a receipt management application best suited for small business owners. Although the product does offer additional functionality, its main purpose is as a document management and receipt management application.

Designed for online access, Neat also offers a mobile app that contains the same features and functionality of its online product, so users can upload receipt images directly from a smart phone or tablet.

Not limited to receipt management, Neat users can easily upload

and manage a variety of documents using a scanner. Users can also email e-receipts or import PDFs, and emails can be forwarded to Neat as well for easy management and tracking. Neat utilizes InDocument Identification Technology that uses an OCR engine that enables the application to

quickly read, identify, and populate a variety of fields.

Read the full review
for this product online at:
[www.CPAPracticeAdvisor.com/
12337842](http://www.CPAPracticeAdvisor.com/12337842)

Receipt Bank

www.receipt-bank.com

Receipt Bank bills itself as an automated bookkeeping service designed for small to mid-sized businesses. There is also an accountants program that is designed to work with its practice management application for an all-in-one solution to offer clients.

Receipt Bank offers users multiple methods to submit their documents, which includes both receipts and invoices. Users can opt for the mobile app and just snap a photo of a receipt and quickly upload it. Receipts and invoices can also be emailed, uploaded directly from a

computer, saved and uploaded from DropBox, or for those in the UK or Australia, mailed directly to Receipt Bank for processing. Businesses can also provide system access to regular vendors, allowing them to upload or email invoices directly into Receipt Bank.

Read the full review
for this product online at:
[www.CPAPracticeAdvisor.com/
12337846](http://www.CPAPracticeAdvisor.com/12337846)

Shoebboxed

www.shoebboxed.com

Shoebboxed is a receipt management service that is well suited for small to mid-sized organizations. Shoebboxed is designed to organize receipts and business cards, and creates expense reports as well. Shoebboxed works as a receipts

scanning and organization service, where users receive an envelope to enclose their receipts. The envelope is then mailed to Shoebboxed, where the receipts are scanned, and later returned to the company. A mobile app is also available so users can scan their own receipts and upload

them directly to Shoebboxed, where they are stored until needed for tax purposes or to attach to an expense report. Shoebboxed uses 15 default categories that receipts are placed into automatically. Users can also create rules for receipts, with users able to add a category to a specific

receipt, with any subsequent receipts from a particular vendor automatically placed in that category.

Read the full review
for this product online at:
[www.CPAPracticeAdvisor.com/
12337821](http://www.CPAPracticeAdvisor.com/12337821)

Read all reviews for EXPENSE MANAGEMENT online at: www.CPAPracticeAdvisor.com/12337795

2017 ACCOUNTANTS PRODUCT & SERVICE GUIDE

➤ 1099 & W-2

Payroll Relief

ACCOUNTANTSWORLD
631-232-1040

www.AccountantsWorld.com

Big service bureaus make billions of dollars every year from processing payrolls for small businesses – including your clients.



See how Payroll Relief has leveled the playing field and made payroll a high profit-margin service for accountants and payroll processors like you.

How have we made offering payroll services so easy for you?

The key factor behind the success of payroll service bureaus is their powerful processing centers that have automated most complex payroll processing tasks.

So we created a powerful cloud-based payroll processing center exclusively for accountants and independent payroll processors. Now you can offer highly profitable, fully automated payroll services without any compliance headaches.

What does this breakthrough in payroll processing do to your practice?

It makes offering payroll services easier and as profitable as (if not more than) other services, by creating a continuous, perpetual revenue stream to balance the peaks and valleys of tax services.

It strengthens client relationships and increases client retention.

Learn More.

1099-Etc

ADVANCED MICRO SOLUTIONS, INC
405-340-0697

www.1099-etc.com

1099-Etc works as a forms filer or as a full-featured after-the-fact/live payroll program. 1099-Etc allows for up to 1,999 clients and 9,999 employees or recipients for each client. 1099/W-2 Forms Filer prepares 1099 and W-2 forms including 1096, W-2C, W-3C, 940-EZ and 1042-S forms. The fast and easy-to-use form entry screens look like the actual forms. Software generated printing on plain paper is optional for Windows compatible printers. Two E-File options are available: E-File Direct creates a file that can be uploaded to the IRS and the SSA via the Internet. E-File Services files the data via a third-party and can also outsource your year-end printing and mailing of recipient copies. Customer support is available Monday through Friday 8 a.m. to 6 p.m. CT. In January and June, hours are extended to 7 p.m. and Saturdays 10 a.m. to 4 p.m. CT. Download a FREE DEMO from our website.



EagleView Filing Solutions - W-2, 1099 and ACA Compliance

TENENZ, INC.
800-888-5803

<http://www.eagleviewfiling.com/>

Tenenz, Inc. Eagleview Filing Solutions is an on-line W-2, 1099 and ACA forms filing service for accountants, tax preparers, small businesses, payroll services and even larger institutions who request Eagleview's hands-on service bureau attention to large batch filing.

Tenenz customers and thousands of new customers are making the economical, easy and inevitable transition to on-line filing of W-2's, 1099's and ACA forms instead of the traditional approach of buying software, forms, envelopes, postage, toner and, in some cases, temporary labor to file their clients' informational forms. This on-line technology is rapidly changing the future of information forms filing.

"The Eagleview platform enables easy data uploads and bullet-proof secure e-file, print and mail service with so many benefits over the traditional process that Tenenz is experiencing unprecedented repeat usage rates after a customer executes just one form filing on Eagleview." "A light bulb goes on and customers readily see the simplicity and value." Says Bob Tenner of Tenenz, Inc.

A list of site features is shown below. Go to www.eagleviewfiling.com for a tour. In depth technical questions can be directed to the proper member of our team by contacting Bob Tenner at btenner@tenenz.com

E-File Site Features

- Federal filing to IRS and SSA 1098, 1098-T
 - 1099-B, 1099-C, 1099-DIV, 1099-INT, 1099-MISC, 1099-R, 1099-S
 - 1042-S
 - W-2
 - ACA forms 1094-B, 1094-C, 1095-B, 1095-C
- File to the IRS Combined Federal & State Filing Program for
 - 1099-B, 1099-MISC
 - 1099-DIV, 1099-R
 - 1099-INT
- File corrections, even if the original wasn't filed on the site
 - 1098, 1099-MISC
 - 1099-DIV, 1099-S
 - 1099-INT, W-2C
- Filing Options:
 - E-File & Delivery** (Original Forms; Correction Forms)
 - E-File Only** (Original Forms; Correction Forms)
 - Edit** forms submitted but not yet e-filed
 - Substantial Volume discounts** for original forms as low as \$1.05
- E-Delivery available with recipient's email address
- Store payer and recipient data for use each year
- Enter payers, recipients and form data

- through manual data entry or Excel upload, or
- Integrated with leading accounting software for quick and easy 1099-MISC data transfer
 - QuickBooks Online Plus
 - Xero Cloud Accounting
 - Icon CMO online software
 - QuickBooks Desktop Pro plug-in
- Totals and Summary Reports available both pre- and post-filing to check work. Totals reports act as a 1096 or W-3 for electronic filing
- 1096's and W-3's are not used when electronic filing
- Customer support through live chat, email and online knowledgebase
- Email confirmations automatically sent to preparer when forms are e-filed
- Printing and mailing of recipient copies takes place in a secure, SOC-certified and HIPAA-compliant facility.

New This Season

For the 2016 tax season Eagleview On-line Filing Solutions has added

- State e-filing** – Most services only offer e-filing to SSA and IRS and then States only receive 1099 filing if part of the Combined Federal/State Filing Program. Eagleview's new State filing programs cover all states for both W-2's and 1099's.
- Full ACA form filing compliance** – Many services failed miserably in ACA form filing for the 2015 filing season. The Eagleview platform succeeded with full compliance for all 1095 and 1094 forms.
- Flexible Pricing** – Eagleview pricing is extremely competitive at every filing quantity. And this year, we are adding even more price flexibility for high volume filers who can now purchase "Buy Down" rates at various quantities. Tenenz Inc, located in Minneapolis, MN has provided low cost, high quality tax and accounting products and services to professional accounting firms across the U.S for over 40 years. Tenenz, Inc. is a reseller of the Eagleview on-line filing platform and owner of the Tenenz, Tax-Aid and Eagleview Filing Solutions Trademarks.

➤ Accounting

Accounting Power

ACCOUNTANTSWORLD
631-232-1040

www.AccountantsWorld.com

Other accounting solutions were created primarily for small businesses and are sold directly to them, claiming to make accounting easier for them. Accountants are their secondary users, and are mainly important as a marketing channel.



Visit AccountantsWorld.com/solutions/accounting-power to learn more!

Accounting Power is the first cloud-based accounting system created exclusively for YOU - the accounting professional - to give you greater control over client accounting than ever before.

We never sell Accounting Power directly to your clients. You decide how to use Accounting Power to meet each of your client's needs most effectively.

Unlike DIY accounting programs, our primary focus is on bringing complete accounting services back to accountants. We are leading the way for accountants to capitalize on this multi-billion-dollar new opportunity.

QuickBooks Online Accountant

INTUIT, INC.
888-236-9501

accountant.intuit.com

QuickBooks Online Accountant is Intuit's most significant product offering ever to help accounting professionals and their clients succeed. Reinventing the way client information is managed and shared, QuickBooks Online Accountant helps accounting professionals collaborate with clients and gain insights like never before. More than 705,000 companies around the world subscribe to QuickBooks Online, and 115,000 accounting professionals currently use QuickBooks Online Accountant, making it the clear number-one cloud accounting solution for small businesses and accounting professionals.

The new QuickBooks Online Accountant is designed to deliver on the Intuit QuickBooks vision of being the operating system behind small business success, while also helping accounting professionals save time and grow their practice. The new product's core capabilities focus on three areas: seamlessly exposing tools and insights to accounting professionals, allowing them to seamlessly work with all their employees and clients, and transforming how they grow their practice.



➤ Accounts Receivable

ClientPay

CLIENTPAY
855-299-0476

www.clientpay.com/For-Accounting

ClientPay is a dedicated payment processing solution that turns the error-prone and time-intensive task of payment acceptance into an efficient, accurate and cost-savings process for law and accounting firms.

➤ Audit / Engagement Tools

AuditDashboard 3.0

AUDITDASHBOARD

<http://auditdashboard.com>

Founded in 2012, AuditDashboard develops world-class, web-based software that makes work easier for professionals and their clients. Our software delivers exceptional client experiences and helps standardize processes to increase productivity.



2017 ACCOUNTANTS PRODUCT & SERVICE GUIDE

AuditDashboard's Client Engagement Workflow Platform offers a dynamic, web-based, alternative to the traditional excel prepared by client request list to help firms increase productivity and enhance client experiences.

To learn more visit www.AuditDashboard.com.

>> Document Management

Cloud Cabinet

ACCOUNTANTSWORLD

631-232-1040

www.AccountantsWorld.com

Accounting firms take raw materials (source documents) and produce finished products (tax returns, financials, payroll reports, etc.). Therefore, how you manage your source and finished documents has a huge impact on your firm's productivity.



That's why we created Cloud Cabinet - the first true cloud-based document management system and client portal for accountants - to streamline the handling and storage of both source and finished documents.

The simplicity and functionality of Cloud Cabinet, together with the way we've tightly integrated it with our other solutions, offers you:

- Dramatically streamlined operations
- Enhanced productivity for your firm
- Effortless disaster recovery

Cloud Cabinet delivers two systems in one: a document management system for your firm, as well as unlimited free client portals where you can securely share documents with your clients.

And to streamline document handling, we've integrated Cloud Cabinet with all our other solutions, including Accounting Power, Payroll Relief, and After-the-Fact Payroll.

iChannel by Conarc

CONARC

770-849-0508

www.conarc.com

iChannel Features

iChannel Intranet Document/Content Manager



A web-based collaborative content manager that is seamlessly linked to multiple in-house applications and publishes client related information to private extranet client sites. With indexing, versioning, online discussion, and extensive search and sort capacity, this powerful integrated solution is the central system to a high efficiency paperless environment - the vehicle to identify, categorize, and store important company knowledge.

- Document Management/Collaboration
- Customization to integrate with legacy systems
- Full Boolean text search across the entire repository
- Content discussion capacity (threaded

- to document)
- Versioning of documents
- Automatic email notification on activity with documents
- Check-in, check-out of document with history of activity
- Centralized and/or decentralized document storage
- Strict security of access based on Groups and Users
- All files are maintained in their native formats
- Open file structure that can be readily mapped to any format

iChannel CRM

Centralized client, contact, and transaction information that will help serve clients' needs more effectively, thus building a closer relationship. The integrated CRM solution is linked to the firm's in-house applications, therefore publishing and maintaining consistent client records throughout the organization. The CRM is integrated with Microsoft Outlook™ so that iChannel's centralized contact database can be bi-directionally synchronized with each individual's personal Outlook.

- Clients
- Contacts
- Calendaring
- Activities - Meetings/Tasks/Email/Reminders/Faxes/Notes
- User Defined Fields

Workspace

OFFICE TOOLS

661-794-2220

www.officetools.com

We've taken the best of a traditional office work area and digitized the most familiar and used aspects. By combining dashboards and data entry into one Single Screen, users find a unique experience where everything they need is only one click away. This experience we call Workspace™.

- All of your client's info, projects and tasks are in one place which seamlessly updates your other programs.
- Keeping track of your staff is made simple. Keeping projects on track and under budget a breeze.
- Seamless time tracking tools take the burden out of time sheets. Now you can focus on making money not administration.
- Track all communications, phone calls and email easily while seamlessly integrated into your workflow.
- All tasks for your office are easily tracked and visible through dashboards and auto deadline reminders.

>> Expense Reporting

DATABASICS

DATABASICS

703-436-8558

800-599-0434

www.data-basics.com

For over 20 years, DATABASICS has solved problems for leading organizations around the world. In recognition of our innova-

tion, revenue growth, and leadership, we're proud to have earned a Deloitte "Fast 50" award among other notable laudings (including recognition of our commitment to customer service with a 2017 Bronze Stevie Award from the American Business Awards).

Even more so than our awards, we're motivated by the excellent feedback we get from customers. What's most important to us are the humans who, in our capable hands, can get back to the business of their business.

We take the stress off of employee time reporting, expense reporting, and vendor invoice management with an intuitive system that's been shaped with real people in mind, saving them not only money, but that most elusive of elements: time.

People always come first. We're not just selling a product (no matter how proud we are of it); we're giving a solution. This solution has to work for the people who use it, so we adapt to their needs — it's never the other way around.

Today, DATABASICS is headquartered in Reston, Virginia with offices in Montreal, Quebec; we're a global company with global solutions for mobile and web employee reporting. Let's connect, people to people.

>> Financial Reporting

BlackLine Finance Controls and Automation Platform

BLACKLINE

818-223-9008

www.blackline.com

BlackLine Accounting Process Automation solution improves the speed, accuracy, and reliability of the reconciliation to adjustment process by automating your routine and high-volume transactional processes. Through configurable, rules-based certification and matching workflows, controlled roles-



based access, and automated journal validation, creation, and posting, organizations are able to put an end to mundane tasks and enable teams to apply their valuable skills to larger issues that support strategic business objectives. And by leveraging a combination of data and process standardization, embedded internal controls, and real-time reporting and dashboards, accounting and finance leaders can continuously monitor and evaluate performance to drive further process optimization.

>> Government

AccuFund Accounting Suite

ACCUFUND, INC.

877-872-2228

www.accufund.com

Available as either a cloud (SaaS) subscription or on-premise licensed solution, the



AccuFund Accounting Suite provides a complete financial

management solution to nonprofit organizations. AccuFund includes specialized modules for community action, work force development and other social service agencies that need to track both the recipient of services as well as those providing it and paying for it. The Suite includes financial reporting for external and internal purposes and easy cross-year reporting for grants and projects. Specialized modules include Payroll with web-based time entry, integrated Human Resources, Allocations, Purchasing with Electronic Requisitions, Grants Management, Client Accounting and Invoicing. AccuFund's two versions, standard for smaller organizations and professional for larger ones provides a scalable, configurable solution to meet the needs of all but the very largest NPOs with an easy to use interface that is preferred by users and consistent throughout the system.

>> Insurance

Professional Liability Insurance for Accountants and Accounting Firms

HERBERT H. LANDY INSURANCE AGENCY, INC.

800-336-5422

www.landy.com

The Herbert H. Landy Insurance Agency, Inc. has been a national leader in providing Professional Liability Insurance and Errors and Omissions (E & O Insurance) since 1949. We offer coverage through some of the finest, most financially-sound insurance companies to assist our clients in obtaining the best



combination of coverage and cost to fit their own unique professional insurance requirements. Whether you are a professional seeking Errors & Omissions or Professional Liability Insurance for your business or an independent insurance agent securing coverage for a client, our goal is to make your insurance buying experience a positive one.

>> Not-For-Profit

AccuFund

ACCUFUND, INC.

877-872-2228

www.accufund.com

\$2,995 and up

The AccuFund Account Suite provides a complete financial management solution to nonprofit organizations with on-premise or cloud options.

AccuFund includes specialized modules for community action, work force development and other social service agencies that need to track both the recipient of



2017 ACCOUNTANTS

Change Your PERCEPTION of PAYROLL



& Increase Your Bottom Line in Less Time

Join thousands of CPAs nationwide that manage payroll in just a few clicks. View payroll differently and get paid on-time, every time, with SurePayroll®.



Easy & Secure Client Payroll

- Easy to use, proven and secure payroll product that automatically calculates, files and pays federal, state and local payroll taxes.
- Client payroll managed from one central location 24/7 with instant access to payroll reports.



Total Control Over Markup

- Build and profit through payroll processing.
- Control client billing; easily add a custom markup to the wholesale cost, either by a percentage (%) or dollar (\$) amount.



Payroll Portal with Your Name & Brand

- Promote your firm's brand and scale your payroll business with SurePayroll. Clients access a fully branded online payroll portal complete with your business name, logo, and color scheme.



Backed by Expert Service

- Receive support from a highly experienced customer care team if you or your clients have questions regarding payroll or taxes.

Learn how you can easily manage payroll.



Call 855-354-6941
or Visit easysurepayroll.com/Payroll-Series

services as well as those providing it and paying for it. The Suite includes financial reporting for external and internal purposes and easy cross-year reporting for grants and projects. Specialized modules include Payroll with web-based time entry, integrated Human Resources, Allocations, Purchasing with Electronic Requisitions, Grants Management, Client Accounting and Invoicing. AccuFund's two versions, standard for smaller organizations and professional for larger ones provides a scalable, configurable solution to meet the needs of all but the very largest NPOs with an easy to use interface that is preferred by users and consistent throughout the system.

> Payroll

AMS Payroll

ADVANCED MICRO SOLUTIONS, INC
405-340-0697

www.1099-etc.com

AMS Payroll is a full featured after-the-fact/live payroll program that prepares the state wage forms for ALL states including DC and PR. Most state forms can be printed using the Software Generated Forms option. AMS Payroll tracks deposits and liabilities, prints checks and supports tax deferred plans. Optionally, AMS Payroll calculates taxes and has many other features. Data can be imported from Excel, Quicken, QuickBooks, QuickPay, Peachtree, text files and most competitors. Quarterly Magnetic Filing for several states is built into AMS Payroll. Two E-File options are available: E-File Direct creates a file that can be uploaded to the IRS and the SSA via the Internet. E-File Services files data via a third-party and can also outsource your year-end printing and mailing of recipient copies. Customer Support is available Monday through Friday 8 a.m. to 6 p.m. CT. January and June hours are extended to 7 p.m. and Saturday 10 a.m. to 4 p.m. CT. Download a FREE DEMO from our website!



RUN Powered by ADP Mobile Payroll

ADP

866-427-5237

www.accountant.adp.com

The RUN Powered by ADP Mobile Payroll app is a new convenient way to help you manage your payroll anytime, anywhere on your iPhone. It is a fast, intuitive, and secure mobile version of RUN Powered by ADP -- the industry-leading full-service online payroll solution. Available for current RUN Powered by ADP clients, you can pay hourly and salaried employees as well as contractors while you are on the go. Use our patent-pending, easy to use interface to quickly enter and review pay data for processing your payrolls. Manage your employees more effectively using the HR Checkup and



HR Dictionary. Learn more at www.adp.com/solutions/employer-services/run-powered-by-adp.aspx.

CheckMark Payroll Software

CHECKMARK, INC.

800-444-9922

www.checkmark.com

CheckMark Payroll is an automated payroll software program designed for the small to medium sized business to calculate and print payroll. CheckMark Payroll software for Macintosh and Windows is the most complete solution for do-it-yourself payrolls, small businesses, accountants, and professional payroll services. Our software program delivers more value for less money, and includes high-end features like direct deposit, MICR encoding blank check stock, and handles unlimited companies and unlimited employees.

Run it as a stand-alone program, or post to most popular accounting systems, including CheckMark's own MultiLedger accounting system. CheckMark Payroll supports major accounting packages so that you can have seamless transfer of valuable data within a few clicks.

CheckMark Payroll will calculate Federal and State tax withholding tables and printable IRS forms are included, and there is no monthly fee. Running an in-house payroll will save you money and keep employee and payroll records safe and secure.

Download our CheckMark Payroll software free trial and check it out for yourself! Run payroll, print payroll checks, and pay employer taxes in just a few minutes. Satisfaction guaranteed!



SurePayroll

SUREPAYROLL

847-676-8420

www.surepayroll.com

- Enter payroll and access reports from anywhere — even on your Mobile device. **What we do:** Import and verify your current year's payroll records to ensure each of your employees receives only one W2 or 1099 from your business.
- Send you an email reminding you when it's time to process payroll.
- Calculate wages and deductions.
- Deposit and file federal, state and local payroll taxes — with guaranteed timeliness and accuracy.
- Pay your employees by direct deposit and notify them of payment by email. (Or you can print and distribute checks if you prefer.)
- Provide employees 24/7 online access to their paystubs W2s and other payroll information.
- Provide you and your accountant 24/7 online access to payroll reports.
- Provide you customized labor law posters and other resources to help you keep up with ever changing regu-

lations.

- Send you calendar reminders of employee events, such as anniversaries and birthdays.
- Work with the IRS and other tax agencies on your behalf, if ever needed.
- All at no extra cost.**

> Portals

Workspace Online

OFFICE TOOLS

661-794-2220

www.officetools.com

Now you can extend the power of Workspace to your customers. You can



transfer documents to and from your clients securely, reliably, and quickly. No more emailing "Confidential Information" through the internet.

> Practice Management

Workspace

OFFICE TOOLS

661-794-2220

www.officetools.com

We've taken the best of a traditional office work area and digitized the most familiar and used aspects. By combining dashboards and data entry into one Single Screen, users find a unique experience where everything they need is only one click away. This experience we call Workspace™.



- All of your client's info, projects and tasks are in one place which seamlessly updates your other programs.
- Keeping track of your staff is made simple. Keeping projects on track and under budget a breeze.
- Seamless time tracking tools take the burden out of time sheets. Now you can focus on making money not administration.
- Track all communications, phone calls and email easily while seamlessly integrated into your workflow.
- All tasks for your office are easily tracked and visible through dashboards and auto deadline reminders.

> QuickBooks Hosting

Swizznet

888-794-9948

www.Swizznet.com

QuickBooks From Anywhere on Any Device. Worry-free IT, instant access and obses-



sive support equal the ultimate freedom for your business. Complete, easy access to QuickBooks desktop software from any computer, anywhere, anytime. It's that simple. Created by accountants, Swizznet is built to satisfy the critical

PRODUCT & SERVICE GUIDE

standards and specific needs of financial teams — with the latest cloud technology for seamless sharing, simple collaboration.

> Resources, Supplies & Services

Client Centric Communications

TENENZ, INC.

Client Centric Communications from Tenenz, Inc. provides a suite of on-line marketing services to tax and accounting



firms across the U.S. Services may include one or all of the following digital products: Weekly Tax Tips, Monthly Client Newsletters, Client Reminders, Notifications, Greetings, a Content library of articles and open templates. All services are branded with your firm's logo and information and may be released via all digital channels-e-mail, firm web site, social media sites, RSS feeds and more. Client Centric Communications makes marketing easy for accounting firms. Visit: digitalservicecenter.com

> Tax

Intuit Tax Online

INTUIT, INC.

888-236-9501

accountant.intuit.com

The Intuit Tax Online Mobile App is your must-have companion for this Tax Season! Collaborate with your Clients, gather documents and gain secured, instant access to your Clients' Tax Returns, e-file statuses and contact information on the go with your iPhone. Everything you need in order get ahead of this year's Tax season: **Collaborate with your Clients & simplify your work:** - Request Tax relevant documents; save you and your Clients printing, scanning and postage cost - Request relevant information from your Clients like, "Did you buy a new house this year?" **Instant & secure access to your Clients contact information and Tax Returns:** - View all your Clients and their contact information (It's all in sync with Intuit Tax Online). - View and be notified of changes on Tax Returns e-file statuses, etc. - Securely share tax return PDFs with your clients (including Tax year 2014). **Run your business your way from anywhere...** Especially designed and developed for you; the busy Accountant on the go. Whether on the train or in line at your favorite coffee shop, as long as you have your iPhone with you, you will always have access to the information that matters to you and your Clients.



> Time & Billing

BillQuick – Time Billing and Project Management

BQE SOFTWARE INC

Time Billing & Project Management for Professional Services Firms

Professional services firms all over the world use BillQuick to handle their day-to-day time tracking, project management, billing and accounting tasks. BillQuick makes it easier and more profitable to run your business. It organizes information, automates repetitive tasks and allows your firm to spend more time providing service to your clients instead of managing internal processes.



Learn More

Access Anytime, Anywhere and on Any Device

- Accessible via desktop and mobile devices
- Free native iOS and Android apps for cloud-based time and expense tracking

Engagement Management

- Accurately track engagements such as Audit, Tax, Bookkeeping, etc.
- Powerful multi-level submittal and approval process for time and expenses, budgets, estimates, vendor bills and invoices
- Using the allocated task information, forecast your revenue for efficient cash flow management
- Efficiently manage people with smart tools for resource scheduling, allocation and utilization
- Powerful job costing features to track the financial progress of projects

Time and Expense Tracking

- Flexible time entry - track time in three ways: Sheet View, Simple Time-card and Timers
- Create multiple rates or special rates using Fee Schedules
- Record expenses in multiple currencies and attach receipts

Billing

- 180 professional and customizable invoice templates
- Create many invoice types: percent complete, retainer, recurring, fixed, hourly, phased, joint and more
- Choose from convenient billing methods: Automatic Billing, Progress Billing, Manual Invoice, and more
- Seamless integration with QuickBooks (Desktop and Online), Sage 50 and MYOB (Australia)

Reporting

- A large library of standard reports that are fully customizable
- Customize your Dashboard to display business Key Performance Indicators (KPIs)
- View breakdowns of utilization, realization and billable work for employees as well as consultants

Accounting

- Clear Profit and Loss, Balance Sheets, Cash and Accrual reporting with comparison data

- Track multiple entities in one accounting file via Classes
- G/L, A/R, A/P, Bank Reconciliation, Check Writing, Vendor Bills, Purchase Order Management and more

ImagineTime Time & Billing

IMAGINETIME, INC.

828-248-3121

<http://www.imaginetime.com>

Practice management software that includes time and billing, due date management, workflow, document management, calendar / staff scheduling and credit card / ACH processing. Mobile time tracking and invoice integration is also available for Apple and Android devices. Desktop and cloud based options are offered.



> Website Builder & Improvement

Website Relief

ACCOUNTANTSWORLD

631-232-1040

www.AccountantsWorld.com

This tax season, more prospects and clients will visit your website than your physical office. So it's imperative that your website offers relevant information,



engages visitors and delights existing customers. Website Relief lets you create a website which does all this, and serves as a foundation for your virtual office where you can collaborate with your clients. Create a custom website in under

an hour.

Visit <http://accountantsworld.com/solutions/website-relief> to see how affordable and effective your firm's website can be with Website Relief!

AFSB

TENENZ, INC.

800-888-5803

www.afsb.net

As low as \$25.99/month.

PROFESSIONAL WEBSITES FOR ACCOUNTING and TAX FIRMS. Save time, and money and improve your client service. With AFSB, the Accounting and Financial Site Builder, you get a professional custom website in literally minutes. All AFSB websites provide your firm with: a Secure Client Portal, Client Newsletters, 50+ Financial Calculators for you and your clients, a Services page, a Client e-mail Management System, Google Mapping and much more. No technical expertise is required. Our site builder does it all for you. You can create and manage your site from the comfort of your own office anytime at no charge to give you the flexibility you are looking for in a website for your firm. There are no setup fees and AFSB offers the lowest monthly price in the industry. Visit www.AFSB.net. You are welcome to set up a Free trial site or call 800-888-5803 for more information.



ImagineTime

Practice Management
for Professionals
Call: 877-520-1525

ImagineTimeAnywhere!

Android & iOS mobile application!

Time & Expense Tracking
Client Management

New Feature in
Release 2.0:
Create Detail & Narrative
Invoicing While On The Go!

Profit in your pocket!

CPA Practice Advisor Review
2014, 2015 & 2016

www.imaginetime.com

8 Steps to Evaluating Cloud Service Security

By Dave Jones

With the current break-neck pace of software and technology we can often overlook the fact that “the cloud” is really just outsourcing. The term “cloud” is simply a catch-all term for subscription-based services running on someone else’s network. Evaluating the security of such services requires digging in and asking the provider some possibly uncomfortable questions. If you aren’t currently doing this for each cloud opportunity, and thinking through how its failure will impact your firm and your clients, you are simply putting the firm at risk.

As an example, I recently had a Partner forward me some information about a potential cloud service that we could use to help our staff by easing their manual data entry tasks. The idea behind the service was straightforward. Their cloud service would aggregate a client’s transactions and allow the transactions to be bulk downloaded into our chosen software. To accomplish this, we would need to have each client enter their financial institution credentials into this cloud provider’s system.

Our use of a cloud application like this would necessarily mean asking the client to participate. And, even if not actually stated, the fact that we would use it and ask the client to use it, conveys to the client that we “endorse” this software in some way. That means I had to ask the right questions before committing. If we ask our clients to participate in a cloud application, and then down the road that application is breached or found to be low quality, the client will be asking us the hard questions.

These are the questions I always ask any potential cloud vendor:

- What is the security of the facility running the servers?
- Is client data encrypted? If so, what encryption method is being used?
- Is the cloud provider’s internal system segregated from its internet-facing cloud servers?
- Does the provider have a security audit they can share with us?
- What safeguards do they employ on their web service interface and/or API?
- Do they back up their data regularly and perform test restores for proper disaster recovery?
- What general data breach and protection policies are in place?
- Is client data shared with any third parties?

If you can’t get satisfactory answers to these questions, deciding to do business with such a provider boils down to a decision about how much risk your firm is willing to take on to gain the potential benefits the service will provide. And, if this is an app for doing client work, you will also be passing on that risk on to your clients. That has to be fully understood at the Partner level.

Continue reading about the questions to ask potential cloud vendors at www.CPAPracticeAdvisor.com/12334314.

THIS MONTH'S TOP FIRM MANAGEMENT SOCIAL MEDIA POSTS

- 5 Ways to Drive Small Firm Growth. From the **AICPA Insights Blog**: <http://bit.ly/2rpkjIC>
- The Future of Practice Management Software. By **Lisa Callaghan**, via **LinkedIn**: <http://bit.ly/2qrLSRS>
- How Firms Can Get More Clients on LinkedIn. By **Li Lin**, via **LinkedIn**: <http://bit.ly/2r6x5Qb>
- Top 5 Tips to Using LinkedIn for Accounting Firms. From the **SurePayroll Blog**: <http://bit.ly/2s4EA7i>
- Value Pricing: My Clients Don't Want to Change. From the **Firm of the Future Blog**: <http://bit.ly/2r4YCPZ>

LATEST FIRM MANAGEMENT NEWS

IBM and Maryland CPAs Partner for Big Data and Artificial Intelligence. IBM will provide advanced cognitive and data skill platform to boost cognitive skills.

www.cpapracticeadvisor.com/12335454

Watch for these Key Issues in Partner Agreements. There are many issues that a new equity partner should give thought to and check out upon being promoted to partner.

www.cpapracticeadvisor.com/12334302

Armano Acquires HR and Financial Staffing Firms. Top 25 firm has announced deals to acquire Team Jenn Corp and integrate The Brenner Group to its growing outsourced financed & accounting practice.

www.cpapracticeadvisor.com/12332642

3 Day Live Enrolled Agent Exam Prep Course to be Held in Reno in August. Course will precede the National Society of Accountants’ annual meeting at the Nugget Casino Resort.

www.cpapracticeadvisor.com/12335468

Who Should Bear the Risk of Client Retention? The key to a successful operation of an accounting or tax practice is client retention. That is true after the purchase of a practice, but also for any practice.

www.cpapracticeadvisor.com/12342411

Why Your Firm's Social Media Needs Your Employees' Engagement. Employee advocacy is the practice of promoting a firm's brand through its employees.

www.cpapracticeadvisor.com/12342005



PAUL McDONALD
Senior Executive Director
Robert Half
paul.mcdonald@cpapracticeadvisor.com

Communicate With Staff for Greater Buy-In

TODAY'S ACCOUNTANTS WANT more insight regarding their roles and companies, but research indicates employers aren't providing this information frequently enough. In the Robert Half Management Resources survey, more than half of professionals said they would like more visibility as to how their contributions affect their company's bottom line.

Employee communication is a vital component of your staff management plan, so it's worth your while to step up efforts in providing staff members with the knowledge they desire. Doing so benefits you as well, as a morale booster and engagement enhancer that leads to greater productivity.

The trickle-down effect of employee communication

There are many reasons employees want to know what's going on with both the company and their individual career paths. Information regarding the organization's financial performance gives workers a sense of ownership, making them more engaged and productive.

Likewise, teams who can connect the dots between their duties and the bottom line are able to make more informed decisions — and even propose more efficient workflows. The greater accountants' business acumen, the better they can innovate and exercise sound judgment.

But when you leave employees puzzled about the accounting firm or their futures, they're more apt to lose interest in their jobs, which can lead to poor productivity, dissatisfaction and greater turnover.

How to boost employee communication

Don't leave your accounting staff in the dark. Here are ways you can share information to help bolster

your team and give them the details they want.

REGARDING COMPANY MATTERS

■ **Provide updates promptly.** No one likes to be caught off guard.

As soon as you're allowed to share news of events like restructurings or mergers or acquisitions, call a meeting to inform the team. Your staff should never first hear such announcements through the media or their social networks.

■ **Make meetings a conduit of information.** Set aside time during your regular meetings to talk about the business's present and future. This means updating the team on the firm's financial performance, next year's targets, plans for new services and so forth. Wrap up with time for Q&A to show employees their concerns matter.

■ **Talk specifics.** Have individual conversations with staff members about how their roles contribute to the organization's success. These conversations should take place, at a minimum, during regular check-ins and formal performance reviews.

■ **Be inclusive.** Involve all levels of workers in conversations regarding company matters — not just top talent or senior-level staff. Also invite interim accounting professionals to join the conversation. After all, you could wind up hiring them on a full-time basis.

REGARDING THE FUTURE

■ **Set career pathing sessions.** Have you ever discussed employees' futures with the firm? If not, now is the time. Ask where they envision themselves in three, five or 10 years. Then, have them create a hypothetical resume for the job they want down the line, including the additional skills and experiences they'll need to get there.

■ **Address skills gaps.** Discuss how employees can reach their professional goals. These pathways could include mentorships, professional development, another degree or certification, or even a lateral career move. Also highlight specific steps you and the firm will take to help staff members reach their objectives.

■ **Check in often.** The annual performance review isn't gone but is showing its age. Today's employees, especially millennials, appreciate more frequent feedback. Meet with staff on a biweekly or monthly basis to review their achievements and evaluate how they're doing in terms of meeting their career milestones.

Effective employer-employee communication doesn't just happen on its own. It takes serious time and effort. But the more your staff know about where the firm is headed and what their role is in its future, the more invested they'll be in their jobs. They'll be happier at work, too. ■



Payroll Accountant's Checklist for June:

- Reassess tax-time issues and processes.
- Create a communication plan for keeping in touch with clients.
- Think about business plans and create goals for business.
- Start succession planning and create an exit strategy for firm.
- Reassess and retain/remove clients as needed.

5 Reasons to Put Your Nanny on Payroll

By *Kathleen Webb*

PAYING A NANNY off the books, i.e. in cash, can be tempting to both sides of the relationship. Although it is illegal, employers could avoid the hassle of payroll paperwork, and nannies would get to keep their full pay without handing money over to the government. However, despite these temptations, the legal, social, and financial realities for both employer and employee make it the wrong choice.

1. THE UNEMPLOYMENT CUSHION

No nanny wants to lose her job, but the specter of joblessness is easier to face with unemployment benefits. This potential lifesaver is only available to those who can show the government that they were employed before filing for benefits. Even the best full-time nannies can be blindsided when their services are no longer needed as children grow up or families move. Unemployment softens that blow.

This is where many employers who hire nannies off the books get caught. If a nanny who loses her job files for unemployment, this will alert the IRS to the illegal arrangement, and back taxes and penalties are likely to be assessed.

2. OBTAINING HEALTH INSURANCE MAY BE CHEAPER

In the ever-changing healthcare marketplace, the government currently provides subsidies to cut health insurance costs for those who work but cannot afford the full price of premiums. Using the marketplace can be a path to healthcare for many nannies, provided that the work they perform is being properly paid and reported.

Workers' compensation is another safety net for nannies who are employed on the books. In the event of an unfortunate accident, workers' compensation insurance can pay for a nanny's medical bills and lost wages. However, employers can only obtain this insurance for employees hired in full compliance with the law.

3. THE FINANCIAL BENEFITS ARE LONG-TERM

Being paid under the table may have

its immediate perks, but nannies have to think long-term. At some point in the future, being able to demonstrate verifiable income shows consistency and responsibility to banks, lenders, credit card companies, and landlords, to name just a few interested parties. Pay stubs, bank statements, and other sources to show legal income will be necessary for that great new apartment, home, car, cell phone, or double-miles credit card.

Moreover, this path opens up career opportunities by establishing a work history that any future employer can verify. Even further down life's long road, Social Security and Medicare benefits will become available — but only to those nannies who previously paid into the system as part of a formal payroll structure.

4. THE TAX SYSTEM HAS ITS BENEFITS, TOO

In addition to the above, there are special tax breaks to help with household workers. The Earned Income Tax Credit (EITC) is a special refundable tax credit available to certain low-income taxpayers, many of whom have dependents. For example, a married nanny with one qualifying dependent making \$30,000 in 2017 could qualify for a \$3,400 tax credit. Those who qualify for a federal EITC may also qualify for a separate credit from their state government. Currently, 26 states and Washington, D.C. offer their own EITC.

Unfortunately, in 2015, an estimated 20 percent of eligible workers never claimed their tax credit. No nanny employed under the table will ever be eligible for this benefit.

Tax benefits extend to the families that employ nannies, as well. The Dependent Care Flexible Spending Account (FSA) works like a savings account specifically tied to the cost of employing household workers. The money used in a Dependent Care FSA is pre-tax, and can be used to pay nannies and other childcare-related services until the children turn 13.

Additionally, the Child and Dependent Care Tax Credit can provide up to a \$6,000 tax credit for qualifying child care expenses. To be eligible, one must show proof of these expenses, which means tracking legal payments to nannies and related costs.

5. PAYROLL MAKES EVERYONE'S LIFE EASIER

Being on a payroll system can make short- and long-term financial planning simple for both nannies and those who employ them. It allows nannies to understand how much of their pay goes toward income taxes, payroll taxes like Social Security and Medicare, state income taxes, and any local taxes. Some states, including Florida, Texas, Nevada, and Washington, do not have a state income tax.

When a family makes the decision to hire a nanny, the process of setting up payroll doesn't need to be a daunting task. An accounting team or business who specializes in tax compliance and payroll services can provide guidance. This assistance will help employers keep track of payroll, and will provide the nanny with the W-2 form needed to file taxes each year.

If this all sounds confusing, understand that many people have been in the same position when hiring a nanny. The temptation to pay a household employee under the table may seem appealing, but the negative consequences, both legally and personally, just aren't worth it.

Were you aware of the benefits available to nannies and their employers? Which surprised you most? Let us know in the comments section. ■

Kathleen Webb is President of HomeWork Solutions.

A Year in the Life of a PAYROLL Accountant is sponsored by ADP and SurePayroll



Payroll Problems Make Employees Go Job Hunting

by Isaac M. O'Bannon

PAYROLL PROBLEMS MAY be the fastest way to send top talent to the exits. According to a new survey from The Workforce Institute at Kronos Incorporated, about half of the American workforce (49 percent) will begin searching for a new job after experiencing just two issues with their paycheck, an alarming rate that highlights the fragility of a carefully cultivated employee experience if organizations can't first deliver on core business processes.

Part two of the "Engaging Employees through Payroll" series surveyed more than 1,000 U.S. employees to examine the hidden costs of payroll errors and explore the vital role payroll professionals serve in building an engaging employee experience. Part one revealed payroll problems affect 82 million U.S. employees, which is more than half (54 percent) of the American workforce.

Findings:

■ **Little patience for problems: nearly half of American workers (49 percent) will seek new employment after just two payroll mistakes, such as being paid late or incorrectly.**

» Approximately one in four employees – 24 percent – will look for a new job after the first payroll mistake, while another 25 percent will seek new employment after the second issue.

» Salaried employees are more likely than hourly workers to start looking for a new job after the first problem (29 percent versus 19 percent.)

» Nearly a third of parents (30 percent) will kick off a job search after the first error (compared to 16 percent of non-parents), while men (29 percent) are more likely than women (17 percent) to do the same after just one issue.

■ **Effective managers are vital: employees look to their direct supervisor before anyone else for help, making this a critical role to resolve pay issues through effective guidance.**

» More than one in four employees (26 percent) say they would first turn to their manager, direct supervisor, or boss for help fixing a mistake.

» About one-fifth of employees (19 percent) would report their payroll problem directly to their human resources department, while 14 percent would turn to their payroll department.

» Surprisingly, seven percent of employees say they would not report a payroll error to anyone. Just four

percent are not sure who they would turn to for help correcting a paycheck error.

■ **Generational differences exist: Baby Boomers are most forgiving of payroll errors and have the deepest understanding of their paychecks.**

» Nearly half (44 percent) of American employees aged 55 and older say they would stay at their job as long as they are eventually paid correctly. That's in stark contrast to their colleagues aged 18-29 (13 percent), 30-39 (17 percent,) and 40-54 (27 percent,) who are much less willing to stay even if they're eventually paid correctly.

» Just 19 percent of Baby Boomers find the taxes and deductions on their paycheck confusing to read and understand. They once again outperformed other generations, as 45 percent of employees aged 18-29 found their paychecks confusing, while more than half (53 percent) of employees aged 30-39 were confused, along with 38 percent of those aged 40-54.

» While 43 percent of employees aged 18-29 and more than half (52 percent) of employees aged 30-39 have been forced to make a late payment on a bill such as a credit card, car loan, or home/apartment due to a payroll problem, just one in ten (11 percent) Baby Boomers report having ever encountered a similar situation.

■ **Everyone wants a raise: an overwhelming majority of U.S. workers feel they deserve an annual pay raise.**

» According to the survey, 84 percent of all employees expect a pay raise each year they stay with their organization, with hourly (85 percent), salaried (83 percent), young employees aged 18-29 (81 percent), Baby Boomers 55+ (81 percent), female (88 percent), and male (80 percent) respondents in nearly universal agreement. ■

Behind every great business is a great accountant.

Behind them is ADP.[®]

That's why we created Accountant Connect.SM It's our cloud platform for multi-client payroll management, and it gives accountants easy access to all their ADP client data and other practice resources in one place, fast.

Oh, and it's free.

Change the way you connect. Accountant Connect.SM
adp.com/accountantconnect



ADP and the ADP logo are registered trademarks of ADP, LLC. ADP A more human resource, and Accountant Connect are service marks of ADP, LLC. Copyright © 2017 ADP, LLC. ALL RIGHTS RESERVED.



A more human resource.[™]

When You Show Your Value as a Tax Pro

By Craig W. Smalley, MST, EA

One of my clients is a doctor and the company he works for is split into two different entities. For one, he receives a W-2 and for the other he receives a K-1 form. Both companies are interrelated. What happened is that a number of doctors came together to form a surgical group. It was set up as a holding



company that receives the money and then pays the related company that in turn gives my client a W-2 form. This is common in the medical field because it provides a higher negotiating power with a group of doctors for insurance payments and malpractice insurance.

When the holding company issued my client his K-1 Form, he was listed as a limited partner of the holding company, which means his income is passive. However, there was an amount of self-employed income. I found this odd, as my client doesn't work for the holding company, he works for the other company.

I emailed my client and the company that issues him a W-2. He is part of the partnership solely to provide a better negotiation power for insurance payments, and a better rate on malpractice insurance, which is

very expensive for an OB/GYN. He does not work for that partnership; he is a limited partner and his income is passive.

A few emails went back and forth between myself and this accountant. I copied my client on each email. In my final message to the accountant, I summed everything up as I understood it

and directed the accountant to US Tax Court Cases that prove my point.

My client then emailed me privately, outside of the other accountant's notice, to get an explanation. I broke it down for him and told him about the additional taxes that he would be paying if we went along with the K-1. I told him that I would follow up with the accountant in a few days.

My client thanked me over and over again. The point is, when you see something that may be out of whack, ask questions. Just because this K-1 was produced doesn't mean that it was correct. When your clients see your worth, they think of you as more than a person that fills out forms.

THIS MONTH'S TOP TAX SOCIAL MEDIA POSTS

- 5 Ways to Seize Summer and Make More Money Next Tax Season. From IncomeTaxSchool Blog: http://bit.ly/2rHARQs
- Tax Treatment of Structures Under Expensing. From the Tax Foundation Blog: http://bit.ly/2qohMPm
- 9 Tax Code "Head Scratchers." From the Tax Connections Blog: http://bit.ly/2qXk6ji
- Tax Fraud Still Happens After Tax Day. From the 1040.com Blog: http://bit.ly/2rn4TpU
- 16 Uber and Lyft Tax Deductions. From HurdIrr: http://bit.ly/2r6pNfe

LATEST TAX NEWS

Tax Reform Could Create Opening for Marketplace Fairness Act. Federal lawmakers may be ready to implement a national sales tax, funding states that lose out on sales taxes.

www.cpapracticeadvisor.com/12333390

CPE Webinars Offered for Tax and Accounting Pros. The National Society of Accountants (NSA) has announced the latest courses in its series of Connected Webinars, which are approved for continuing professional education by the IRS.

www.cpapracticeadvisor.com/12334688

How to Remove Assets from a Taxable Estate. The point of a RLT is to protect your assets from probate, the long and drawn out process that can take sometimes a year to get the assets of a decedent to their intended heir.

www.cpapracticeadvisor.com/12334679

7 Obamacare Tax Provisions on the Chopping Block. The tax provisions included in the ACA are certainly "fair game" as part of health care legislation or any tax reforms that may be passed this year. www.cpapracticeadvisor.com/12334310

What Economic Nexus Means for Remote Sales. With sales tax revenue dropping due to an increase in untaxed internet and catalog sales, a growing number of states have created economic nexus laws.

www.cpapracticeadvisor.com/12334961

IRS Interest Rates to Stay the Same for Q3. The rate is the federal short-term rate plus 3 percentage points.

www.cpapracticeadvisor.com/12342628

Communicating!

HOW DO YOU communicate with your clients and your co-workers? If you're still relying on the telephone, you're probably finding that many of your colleagues prefer to connect with you in more modern ways. Even email is taking a backseat to many of the quicker, easier, more direct ways to send and receive messages.

Keep in mind that when the message is complicated and requires explanation and disclaimers, email and even written documents are best, and when the message requires emotion (and I don't mean emojis!), telephone and face-to-face conversations are irreplaceable. But we wanted to know what our community uses when the message is succinct and needs to be delivered immediately, or when group communication is required. Here are the responses we received:

Roman Kepczyk, CPA.CITP, CGMA, LSS-BB, Director of Consulting, Xcentric, said, they use **Skype for Business** for all their meetings and have implemented a MS/Polycom Roundtable video conferencing system which does a 360 view of those sitting around the conference table. "This system allows those users to meet face to face in that office and allow the remote viewers to see them all in one 'filmstrip' screen. The camera also highlights the person speaking in a central screen and can automatically adjust between different individuals, whether they are in the conference room or connecting remotely."

Brian Tankersley, CPA.CITP, CGMA, director, strategic relationships at K2 Enterprises also uses **Skype for Business** for most of his video chat and text chat needs, and is experimenting with **Slack** with a startup incubator. "I like Slack, but you have to play with it for a while with a group before you work out the ground rules of how you will work with it – getting the structure right is hard."

As you'll see, **Slack** is overwhelmingly a favorite among many of our contributors. **Scott Hoppe** of Hoppe Tax said, "I write scripts so when a client uploads a file to their google drive client upload folder it messages their Slack team (similar to what Zapier does except I write the code myself). So client does what they normally do and it automatically triggers events for the internal team to address." Hoppe also uses **Google Hangouts**: "Whether it is a video chat or phone call it comes from Hangouts. I can call

from my desktop, laptop, browser, phone, or ipad."

Misty Megia, head of accounting programs and education at TSheets, is also a **Slack** and **Hangouts** fan. "My current favorite communication tool is Slack. It decreased our in-office emails by over 50%!! That alone was a gift. Slack streamlines communication and creates quick conversation instead of books. You can also call people through Slack and it integrates with Google Hangouts giving you the ability to do video calling and screen sharing. (Once you hit the integration button you type: /hangouts and it takes you to a Google Hangout). On top of all of that it is searchable, you can upload videos, documents, and links so the conversation is dynamic. You have the ability to set up channels giving specific areas for conversation. Also the list of other apps Slack integrates with is incredible. It connects with my favorite task app Asana and so much more! Lastly you can also add GIFs in for that added fun when there are no words."

Arline Welty, partner at Dataquest, said, "We are fond of **HipChat**. It's part of our overall love-fest with Atlassian tools, including Confluence for beautiful online documentation. It's all integrated. They also have a very amusing library of emoticons that we use when we need to send each other cookies, Star Wars characters, and ninjas."

David Cieslak, CPA.CITP, CGMA, BSEC, Principal, Arxis Technology, recommends: "**GoToMeeting** – web based meetings and video conferencing. Principally use for client facing appts., product demonstrations and webinars). Straightforward and reliable. **Zoom** – web based meetings and video conferencing. Easy, fast and always at the ready! And **Trillian** – Instant messaging between team members. All Arxis employees use this tool and communicate constantly throughout the day. Much of our internal communication has moved from e-mail to instant messaging."

Integrating new tools with traditional email, **Stacy Kildal**, founder of Kildal Services and Sta-



cyKAcademy, said that her favorite communication tool is the chrome extension, **Boomerang for Gmail**. "It allows me to set recurring emails (handy for StacyKAcademy.com reminders), schedule emails to be sent at a later date, get read receipts and best of all - bring emails back to my inbox for follow up."

Leslie Shiner, owner of The Shiner Group, recommends **What's App**. "I have clients in other time zones and other countries. I can text or call for free as long as they also use What's App."

Sandi Leyva, CPA, president of Accountants Accelerator recommends **Zoom** and **Wunderlist**. "We use Zoom for virtual board meetings so people can see each other via their Webcams. Most of our staff communication is done via our to-do list app, Wunderlist. It saves dozens of emails daily. I just put the task in and anything related to the task - questions, comments, notes, and files - gets posted in one place." ■

Continue Reading Online at
www.cpapracticeadvisor.com/12343482

Apps We Love is sponsored by

Accountants First™... only at
AccountantsWorld®

<http://accountantsworld.com>

The Big Lie About S-Corporations

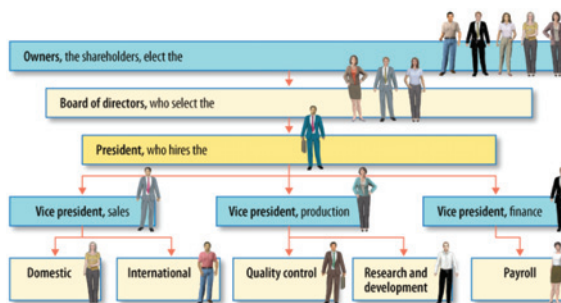
By Craig W. Smalley, MST, EA

I was part of the big lie, which was that every new business needed to be taxed as an S-Corporation. I agreed because as a sole proprietorship, the business owner exposes the entire amount of what they make to self-employment tax, which is really just FICA taxes. But that isn't the 100% truth. A shareholder of an S-Corporation still has to reasonably compensate themselves. The topic of reasonable compensation could be its own article, but I will briefly touch on it by saying that an S-Corporation shareholder has to pay FICA taxes in some form or another.

Generally, my advice was to form an LLC and then have it taxed as an S-Corporation. But there are many things to examine here. Let's say that someone is working full time and this is their side business. Wouldn't it just make sense to form an LLC and do nothing with it? Because they are spending less than \$500 a year in the business, the income or loss that they are making is passive. Why go the extra mile and elect for the business to be taxed as an S-Corp? When filing for an S-Election, you create a bunch of hard and fast rules that must be followed.

First off, how are you going to compensate yourself? If the company is making \$250,000 in profit, reasonably you would have to compensate yourself at least \$125,000. That is over the limit of Social Security. Not to mention, it exposes you to additional taxes such as Net Investment Income Tax (NIIT) on any investment income. Then, you aren't allowed to pay any fringe benefits to yourself as a more than 2% shareholder of an S-Corporation.

Another important disadvantage of an S-Corporation concerns ownership. An S-Corporation limits the



type of shareholders allowed, the number of shareholders, and the type of ownership interest shareholders may have.

Craig W. Smalley, MST, EA, has been admitted to practice before the Internal Revenue Service as an Enrolled Agent, has a Certificate in Taxation from UCLA, and is a Certified Tax Resolution Specialist. He has been in practice since 1994. He is the CEO and Founder of CWSEAPA, PLLC, Tax Crisis Center, LLC, and Cannabis Accounting Group. All three companies have offices in Delaware, Florida, and Nevada. He has been published in the New York Times, Chicago Tribune, NASDAQ, Yahoo Finance, Christian Science Monitor, and is a columnist for accounting trade publications, including AICPA Tax Insider, Ganjaprenuer, CPA Trendlines, and Cannabis Business Executive. He specializes in taxation, and is well versed on U.S. Tax Court rulings. He has appeared as a guest on countless radio shows and podcasts. He can be reached at craig@cwseapa.com.



Read more about the pros and cons of S-Corporations at www.CPAPracticeAdvisor.com/12334687.

THIS MONTH'S TOP SMALL BUSINESS SOCIAL MEDIA POSTS

- How to Choose a Business Bank Account. From the SME Blog: <http://bit.ly/2qXfyJs>
- How to Recognize and Clear Barriers to Small Business Success. From the UPS Store Blog: <http://bit.ly/2s4YGhl>
- Rethinking the Relationship Between Bosses and Employees. From the NY Times Blog: <http://nyti.ms/2qXfHwu>
- 5 Marketing Tips Every Business Can Use. From the Nav Blog: <http://bit.ly/2qVmRQe>
- How to Make Sales Prospecting into a Daily Ritual. From the SCORE Blog: <http://bit.ly/2qsizy6>

LATEST SMALL BUSINESS NEWS

Incubators Help Florida Small Businesses Grow. In Florida, there are more than 70 recognized organizations instrumental in incubating small businesses. www.cpapracticeadvisor.com/12334823

Where Are U.S. Businesses Looking to Expand in 2017-2018? American multinational businesses still see investment outside the U.S. market as central to their corporate growth plans. www.cpapracticeadvisor.com/12334696

Businesses Increasing Professional Development and Educational Budgets. While students prepare for summer break, many workers may be headed to the classroom, recent research suggests. www.cpapracticeadvisor.com/12334311

What the Average Business Credit Card Consumer Looks Like. The typical business owner isn't immune to funding denials, and, of

those who were denied, 28 percent said they were denied because of low credit scores. www.cpapracticeadvisor.com/12334301

More than Half of SMBs Haven't Adopted Digital Technologies. More than half (56%) of all small business owners surveyed have yet to adopt digital technologies, preferring to maintain their business with traditional methods. www.cpapracticeadvisor.com/12333499

Intuit Rolls Out Enhanced Reconcile

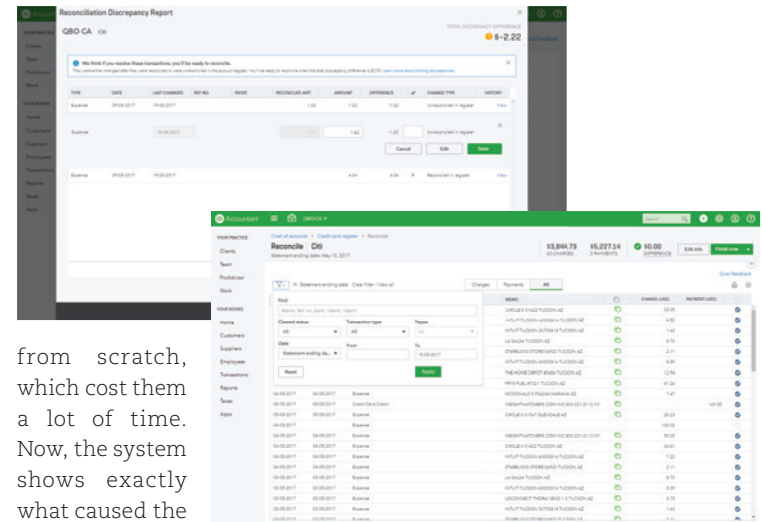
BALANCE HELPS THINGS run smoothly, and no one knows this better than accounting professionals and small business owners. Having balanced books is key to effectively managing their cash flow as well as running their businesses. And for the 2.2 million QuickBooks Online customers worldwide, balancing their books just got a little easier.

Last month, Intuit launched a new Reconcile experience within QuickBooks Online, allowing users to reconcile their bank transactions with a few clicks. This new Reconcile is just the latest example of how Intuit continues to focus on removing pain points and adding improvements to the workflow for small businesses and their accountants.

options let users find transactions by memo, reference number, date range, cleared status and dollar amount. Intuit also added a memo field where users can enter payee information for manually entered and downloaded transactions to help better identify those entries.

The advanced filtering and sorting options, as well as the additional fields, all serve to help small business owners and their accountants dive deeper to see which transactions are preventing them from reconciling to a zero balance. Previously, accountants or their clients could spend hours looking for unmarked discrepancies that occurred when manually entering or altering a transaction. With the new Reconcile, a warning message appears automatically to let the user know the account's beginning balance doesn't match the ending balance of the previous reconciliation. This warning also provides a link to the discrepancy report that lists the transactions where the discrepancy occurred. While this makes it easier for accountants to resolve discrepancies without having to undo a reconciliation, they still have the ability to undo a reconciliation – which might be necessary if a client reconciles the wrong dates.

"Accountants like the new Reconcile because it's going to save them a lot of time in finding reconciliation discrepancies, so they can spend more time being a trusted advisor to clients. In the past, accountants had to review the audit log for discrepancies or undo the reconciliation and start all over



from scratch, which cost them a lot of time. Now, the system shows exactly what caused the discrepancies, allowing accountants to resolve them and move on," said Albright.

Another addition is the introduction of the "Cleared Date" column. Many times, users may manually enter a transaction date that differs from the cleared date downloaded from the bank feed, which has led to issues during reconciliation. For example, if a statement period ends on May 31, and a transaction is manually entered with a date of May 30, but actually clears on June 1, that transaction would incorrectly show as being reconciled during the period ending May 31. With the enhancement, transactions that are manually entered within one statement period but clear within a different one will automatically appear unticked and no longer show as cleared. This not only helps ensure that transactions are reconciled within the correct statement period, but also saves users time from having to manually locate these problem transactions.

The new Reconcile was rolled out to existing QuickBooks Online customers in Australia, Canada, the UK and the U.S. last month. For more information, users can view help articles within QuickBooks Online or Intuit's demo video at <http://bit.ly/2rLYzrf>. ■

The ProAdvisor
Spotlight is sponsored
by Intuit QuickBooks.



"With this new release, we are focusing on the small business owner and accountant. Our team aimed to look at ways we could help accountants 'get to zero' and locate problem transactions to reduce the amount of time spent on reconciling transactions," said Stuart Albright, customer experience specialist, Small Business Care, Intuit.

Reconciling transactions in Reconcile is intuitive and user friendly. Users simply begin by selecting an account and entering the statement ending balance and ending date. With a click of the "Start Reconciling" button, a table appears showing a list of transactions during that period. Users can filter the results between charges, payments or all transactions by clicking on the corresponding tabs. Advanced filtering

Overview of SOC 2 Reports and Updated Trust Principle Criteria

By Mark Hurst, CISA

A SOC 2 attestation focuses on an organization's controls in areas such as operations and compliance. It is performed in accordance with AT Section 101: Attest Engagements, and this report is generally best suited for financial services, health care and other technology-based entities heavily reliant on cloud computing and online systems for day-to-day operations.

A key element of SOC 2 reports is the inclusion of one or more trust service principles, based on a framework put forth by the American Institute of Certified Public Accountants (AICPA). These principles, one or more of which can be specified by the organization's management team for use in a SOC 2 report, include:

Security. This means that the system is protected against unauthorized access, use or modification, in accordance with the organization's business commitments and system requirements.

Availability. This means the system is readily available for operation and use.

Processing integrity. This means that system processing has been found to be accurate, complete, timely and valid.

Confidentiality. This means confidential information is protected.

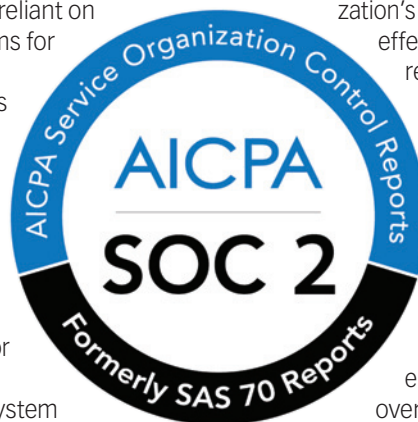
Privacy. This means all personal information is collected, used, retained, disclosed and destroyed within the boundaries of the organization's business

commitments and system requirements.

Like its SOC 1 cousin, SOC 2 reports can be drafted as Type 1 (management's description of the organization's system and suitability of the design of controls) and Type 2 (management's description of the organization's system, and suitability and operating effectiveness of design of controls). This report provides valuable, third-party validation that the organization is meeting all criteria underlying one or more of the five trust service principles. While organizations can share a SOC 2 report with key stakeholders – such as customers, regulators, suppliers and directors – broader use is restricted. This report can serve to enhance confidence in management's oversight of these systems and internal controls.

Last fall, AICPA updated its trust service principles and criteria, which contained a number of significant changes, primarily around eliminating redundant criteria and clarifying procedural language.

The new trust service principles and criteria took effect for reporting periods ending on or after December 15, 2016.



Republished with permission from Hein CPA. With nearly 30 years of experience in consulting on finance, technology, and organizational management, Mark Hurst specializes in assisting companies with implementation of internal controls.

THIS MONTH'S TOP A & A SOCIAL MEDIA POSTS

- Putting CPAs, Accounting & Finance Pros in the Driver's Seat. By Tom Hood, CPA, via LinkedIn: <http://bit.ly/2r6Jsvr>
- Anticipatory Accounting & Finance. By Daniel Burrus, via LinkedIn: <http://bit.ly/2r55Umv>
- What Are the Top Causes of Data Breaches? From the SurePayroll Blog: <http://bit.ly/2qkV3bf>
- The End of Accounting: A Book Review. By Ron Baker, via LinkedIn: <http://bit.ly/2qshshH>
- The Cost of a Bad Hire. From the Accounting Principals Blog: <http://bit.ly/2r5akdb>

LATEST A & A NEWS

Study Questions Accounting Manipulation to Meet Investor Priorities. Just how much weight do investors assign to revenues as distinct from earnings. www.cpapracticeadvisor.com/12334697

10 Steps Government Can Take to "Harness Power of Data" to Grow Economy. Congress may want to have the federal government publish more of the data it already gathers. It could spur business. www.cpapracticeadvisor.com/12334695

Guides Provide Clarity on Implementation of GASB Standards. Two new implementation guides offer questions and answers on GASB statements. www.cpapracticeadvisor.com/12333382

Insurance Companies Not Ready for New Accounting Standards. More than 60 percent have revenue streams subject to ASC 606 but have yet to implement new standard. www.cpapracticeadvisor.com/12335459

What Boards Can Do to Address Corporate Leadership Crisis. A new report provides insight on how boards can advance business strategy by cultivating leadership, talent and culture. www.cpapracticeadvisor.com/12333341

5 Tech Trends in Business Payments. Companies are still making an average of 51% of their payments via check. www.cpapracticeadvisor.com/12342605



JIM BOOMER, CPA, CITP
 CEO, Boomer Consulting, Inc.
 Director, Boomer Technology Circle™
jim.boomer@cpapracticeadvisor.com

Protect Your Firm and Clients with Multi-Factor Authentication

YOU'VE PROBABLY NOTICED more and more of your email and bank accounts requiring multi-factor authentication before allowing you to log into your accounts online.

When you try to log in to your email from a new computer or access your bank online in a new location that the website doesn't recognize, the website will text a code to your phone that you'll have to enter before you can proceed. This is multi-factor authentication, and it helps ensure that if thieves manage to steal your credentials (i.e. username and password), they'll be blocked from actually accessing your accounts.

WHAT IS MULTI-FACTOR AUTHENTICATION?

Authentication is simply a process that verifies a user's identity. The most common form of authentication is a password, but given the rise of tax-related identity theft and phishing schemes that accounting firms face, a password is no longer enough to protect the private information of your firm and your clients.

According to the security platform Endgame, there are two major methods that attackers use to steal usernames and passwords: attacking the users directly and attacking the websites people use. Attacking users directly might involve sending scam emails to customers of a certain bank, prompting them to enter usernames and passwords into a fake login page. Attacking a website involves exploiting a vulnerability in the website itself, stealing the usernames and passwords of everyone who uses the site. These are usually the large-scale

data breaches that make the news, like when the IRS's "Get Transcript" system was hacked, comprising the personal information of more than 700,000 taxpayers.

AUTHENTICATION METHODS

While a hack of your firm's systems may never reach the scale of the IRS data breach, you don't want to be the one that has to alert your clients that their personal information has been compromised. That's why any system that houses sensitive data should be configured to require the use of two or more different authentication methods. Strong authentication requires two or more of the following:

- **Something you know.** Providing a password or correct answers to previously established security questions are the most common examples. This is the most common authentication method and also the least expensive in terms of initial cost. Perhaps not surprisingly, it's also the least secure of the three. In 2016, Yahoo announced that a hacker had stolen information from a minimum of 500 million accounts in late 2014. The information stolen included not only email addresses and passwords but also security questions and answers.
- **Something you have.** This is some physical object in the possession of a user. Some financial institutions provide USB sticks with a secret token or key fob that produces a new code every 30 seconds. Many

websites will text a secret code to your phone. Think of it like having a key to your front door, but the key and lock change shape each time you unlock the door.

possession of your laptop or tablet will be able to defeat it, so it's important to physically secure your property and use encryption as well as authentication.



- **Something you are.** This method relies on biometric technologies that use a personal feature of the user, such as a fingerprint, handprint, facial recognition, eye scans, or voice verifications. The most commonly employed in mobile applications is fingerprint recognition. Biometric technology is the most costly method, but many mobile computer vendors are building in capabilities for biometric authentication into their hardware. Even with the use of multi-factor authentication, a thief in physical

Last month, I asked whether your accounting firm is serious about security. Serious software providers and accounting firms are moving beyond passwords to require multi-factor authentication for the firm's staff and clients. When evaluating software vendors, the ones who can apply multi-factor technology are probably the better choice. It may up the nuisance factor, but it's what you need to do to make sure your clients' information is secure. ■

