



# **CERTAPRO PAINTERS**

***ACCOUNTING AND FINANCIAL OPERATIONS SERVICES PROPOSAL***

***JOURNEY ADVISORS & CPAS, PLLC***  
***July 1, 2020***

## TABLE OF CONTENTS

|   |   |
|---|---|
| A. Executive Summary  | 1 |
| B. Transparent and Reliable Pricing                                   | 2 |
| C. Our Understanding of the CertaPro Painters Franchisees             | 3 |
| D. Our Commitment to Continuous Improvement and Long-term Partnership | 3 |
| E. Tailored and Scalable Solutions                                    | 4 |
| F. Onboarding and Continuing Service Approach                         | 5 |
| G. Firm Overview  | 6 |

## A. Executive Summary

In all that we do, we strive to elevate client experience as we deliver world-class accounting, tax and financial advisory services. We believe this aligns well with the original vision of CertaPro Painters of making painting services easier and more convenient for homeowners and business owners. And while our canvas and tools may differ, our goals are nonetheless the same: quality, reliability and customer satisfaction.

We are familiar with what it's like to launch and build your own business – the vision, courage and hard work necessary to embark on a new adventure doesn't end after that first step. Rather, what you quickly discover is the importance of aligning yourself with the right partners to help along the way. We respect and admire your ambition and drive to build your own business and design your life on your own terms. We are thrilled for this opportunity to help you achieve your goals.

Perhaps the most intriguing element of this potential partnership is our alignment of core values with CertaPro Painters:

### Deliver What You Promise

*Elevating the service experience requires us to establish a truly collaborative **Partnership** relationship, one built upon honesty and trust. We believe trust is earned through consistent and reliable delivery of quality work product.*

### Practice Continuous Improvement

*Complacency might as well be a four-letter word in our firm. **Innovation** is a core value based on our belief that we were created to create, and exercising creativity requires us to pay attention – to technology, industry and the world around us. While we help paint a clear picture of where you've been, we keep our antennas up and eyes ahead in order to help you flexibly adapt to the road ahead.*

### Respect the Individual and Have Pride in What You Do

*We believe that **Integrity** always wins, and this belief is manifested in how we treat our people, our clients, and our work. Nobody's perfect, but we strive to grow iteratively through honest, forthright actions and solutions; and we refuse to compromise our ethics or commitment to excellence for the potential benefit of short-term gain.*

You need a partner you can count on to help navigate the accounting, tax, payroll, compliance and other financial terrain. One that arms you with knowledge and tools to grow profitably and remain efficient to ensure financial information is accurate, consistent and timely.

And since we believe the best result is when everybody wins, we've carefully and thoughtfully crafted this proposal document and service plan to achieve that end. Thank you for allowing us to share it with you!

## B. Transparent and Reliable Pricing

In the painting industry, customers aren't simply paying for your time, but rather a result - a job well done. Further, customers prefer knowing the true cost before they decide to buy. For business owners, this is especially critical for cash flow planning and forecasting.

We agree. Which is why we're committed to consistent, reliable and transparent fixed monthly pricing.

|  | Annual Revenue Level <sup>1</sup> |                  |                  |                  |
|--|-----------------------------------|------------------|------------------|------------------|
|  | <\$500k                           | \$500k - \$1M    | \$1M - \$2M      | \$2M+            |
| Monthly accounting and reporting <sup>2</sup>  | \$449/mo.                         | \$649/mo.        | \$749/mo.        | \$849/mo.        |
| <b>Other Services:</b> <sup>6</sup>  |                                   |                  |                  |                  |
| <i>Efficiency integrations: Subscriptions to accounting, payroll and document management software</i> <sup>3</sup> | +\$110/mo.                        | +\$110/mo.       | +\$110/mo.       | +\$110/mo.       |
| <i>Premium operational reporting over cash flow, KPI and budget analysis</i>                                       | +\$20/mo.                         | +\$40/mo.        | +\$60/mo.        | +\$70/mo.        |
| <i>Corporate tax preparation</i>   | +\$125/mo.                        | +\$140/mo.       | +\$150/mo.       | +\$150/mo.       |
| <i>Personal tax preparation (Franchisee)</i> <sup>4</sup>  | -                                 | -                | -                | -                |
| <i>Quarterly tax estimates and annual tax savings planning session</i> <sup>4</sup>                                | -                                 | -                | -                | -                |
| All services (accounting, reporting, payroll and tax) - before discount  | \$704/mo.                         | \$939/mo.        | \$1,069/mo.      | \$1,179/mo.      |
| CertaPro Discount <sup>5</sup>   | 15%                               | 15%              | 15%              | 15%              |
| <b>TOTAL PRICE - ALL SERVICES<sup>6</sup></b>  | <b>\$599/mo.</b>                  | <b>\$799/mo.</b> | <b>\$899/mo.</b> | <b>\$999/mo.</b> |

<sup>1</sup> Established upon engagement based upon your previous 12-month revenue and re-evaluated every 12 months.

<sup>2</sup> Includes ongoing monthly accounting and reporting services only, requires a one-time setup charge of \$600 (waived if Efficiency Integrations services selected), and is estimated to result in a monthly close within 10-15 business days (business days defined as M-F, excluding holidays). If Efficiency Integration services are selected, the close timeline will reduce to 7-10 business days. If all services are selected, **we will guarantee 7 business day close upon full technology and workflow process implementation.**

<sup>3</sup> Software subscriptions included: QuickBooks Online, Gusto, and Hubdoc. Payroll subscription includes unlimited payrolls for employees and 1099 contractors, direct deposit, all quarterly and annual federal and state payroll tax filings, W2 and 1099 administration, and more. Accounting conversion or initial set-up requires a one-time set-up charge of \$1,200, paid evenly over the first 12 months; any additional software integrations will be passed through at cost on monthly billings.

<sup>4</sup> Included at no charge when all services are provided.

<sup>5</sup> CertaPro discount of 15% applied when all services are provided.

<sup>6</sup> No charges for routine phone calls or other communication. Additional services available on an as-needed basis and will be determined individually; any out of scope project work will be charged at an hourly rate of \$75, and will be agreed-upon in advance of incurring any time.

Examples of out of scope project work includes, but is not limited to, assistance with tax or other regulatory compliance audits, corporate structure advisory and procedures (mergers, sales, new partners, etc.), forecasts or other proforma financial statements connected with acquisition of new debt, or training of office assistant or other staff member surrounding the transfer of the accounting function in-house (our proposed solutions provide for smooth transitions to internally-staffed accounting functions which can be done quickly or over time through a structured phased-in approach).

### C. Our Understanding of the CertaPro Painters Franchisees

With nearly 30 years of commitment to quality and expertise, CertaPro Painters has enjoyed a rich history of steady growth through a network of locally owned and operated franchises, now approximately 375 altogether. It is through the courage and hard work of entrepreneurial-minded individuals like yourself that has made CertaPro Painters the largest residential painting contractor in North America.

You're supported by a robust development program that helps as you progress through various stages of growth, reinforcing the need for continual improvement and the value of strong and reliable partnerships. We would like to earn your trust to help support your growth and success.

### D. Our Commitment to Continuous Improvement and Long-Term Partnership

We believe in the power of small business and the ambitious and driven nature of small business owners. We also understand the challenge in keeping up with rapid change in the business and technology landscape. The pace of change is beginning to outpace our ability to learn, or even consume. Therefore, aligning with the right business partners can become a game-changer.

Our proposed solutions are not static. In fact, we intentionally create and build our approach and ongoing services to address the issue of accelerating change. Far from being fixed in our ways, we run toward advancements in order to capitalize on them as opportunities as opposed to seeing them as threats. Innovation is in our DNA, and we bring that same level of creative energy in how we partner with our clients. We're as interested in how we can help your business navigate these opportunities as we are in continuing to elevate our service.

Long-term partnerships are important to us. We want to do whatever we can to help improve your business in the future versus only reporting on the past. Therefore, we take our own development and progress seriously. All employees are required to maintain relevant certifications and licenses through required and optional continuing education, and regularly attend and participate in conferences, trainings, and trade shows to remain keenly aware of the shifting environment. This keeps us fresh and current so we can continue to deliver best-in-class service and pass along to you what we're seeing in the marketplace.

Further, we regularly network and connect with our peers – other progressive and like-minded firms across the country who believe their clients should expect more **value** from their CPAs and accountants, not just more time. The value created by this community benefits not only us but extends to our clients in tangible ways.

## E. Tailored and Scalable Solutions

How we build our services and proposed solutions may paint the best picture in how we view our relationships with our clients. We don't just find something that works for now, resting on our laurels until we're forced to update. Instead we intentionally craft our services and solutions to work now and into the future, through gradual and often unnoticeable improvements. This approach is intended to not only keep you current, but also to avoid disruption.

In order to provide you with live, accurate, reliable, consistent and timely reporting, we leverage technology. Technology applications are tools – like the paint sprayer or a ladder – useful at different times and for certain purposes. And like the paint sprayer or ladder, we'd be foolish to not use them. Unfortunately, most organizations in our industry serving small business have remained insulated to much of the current innovations, using only a fraction of relevant tools that could otherwise meaningfully move their clients' business forward.

Our services and proposed solutions have been built intentionally to scale with growth, and also to allow for smooth transitions if you may eventually like to bring all accounting and reporting in-house. Not all tools are always necessary, so we help deploy additional options only as they're needed, and don't require (nor recommend) a one-size-fits-all approach.

There are some basic technology solutions we recommend for you:

- Accounting system: QuickBooks Online, Xero
  - If you haven't already done so, you should migrate to an online accounting solution to gain efficiencies and leverage real-time data
- Payroll: Gusto, Square Payroll
  - These online payroll platforms integrate into the accounting system and offer flexibility and user-friendliness, drastically reducing your administrative time
- Document management system: Hubdoc
  - An easy-to-use online document management system serves many valuable purposes, including document organization and supporting bill payment

Secondary solutions that may benefit you now or into the future include:

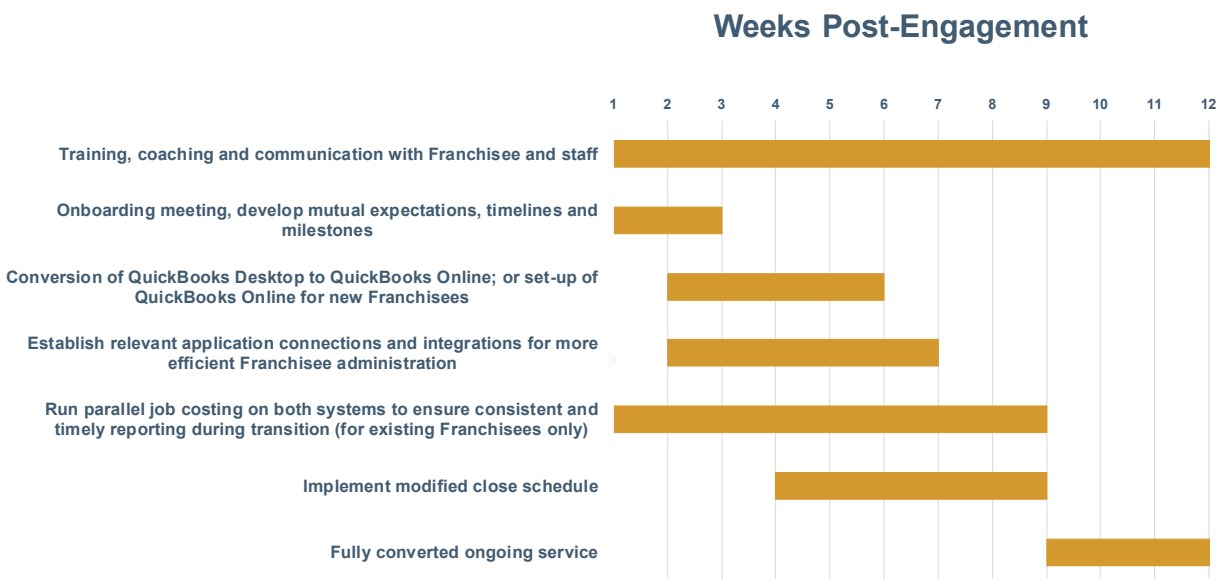
- Electronic payments: Square, Stripe
- Bill pay system: Bill.com, Roger
- Time tracking: TSheets
- Expense reports: Expensify
- Mileage: MileIQ
- Automation: Zapier, Automate.io

While we have preferred tools that are proven to benefit our clients' and our own operations, we are not beholden to any specific vendor or application and there are many more in the above categories of which we're familiar. We're constantly on the lookout for better options as they are created, keeping our clients' interests in mind, not our own.

## F. Onboarding and Ongoing Service Approach

Wherever change exists, disruption exists. It's a fact of life and we're not going to pretend every transition is void of turbulence. However, we carefully plan for each change and make every effort to onboard and transition as seamlessly as possible. We prepare our new clients for the temporary learning curve, while optimistically and vividly communicating where we're headed. We take training seriously, not only for ourselves, but also for our clients. We're entering into a partnership for the long-haul and commit to train and educate to ensure you're getting the most out of our relationship as possible.

To give you an idea of the anticipated onboarding schedule, an example transition plan is presented as follows:



Following the full implementation, there will be 1-2 months where month-end reporting will be provided 10-15 business days following month-end. Beyond that, the standard reporting turnaround will be by the 7<sup>th</sup> business day, if not sooner.

In order to achieve an accelerated close timeline, information necessary for us to help produce monthly accrual-based financial statements must be obtained via direct feed (bank account, credit cards) and a document management system set up to automatically fetch routine electronic documents (also allowing uploading of paper documents through, e-mail, scan or photo). This approach helps reduce tedious and annoying tasks required during the first days of every month and allows you to exchange administrative duties for growth activities.

It should be noted that we view this relationship as an active partnership, and we do not passively wait for information to become available. And while our solutions are designed to automate and streamline the information gathering process, when further information is required, **we will proactively send reminders every 1-2 days to create accountability to committed deadlines and ensure reporting is completed timely.**

## G. Firm Overview

Born in the disruption age, Journey Advisors & CPAs was founded with the mission to go beyond convention. To marry the most cutting-edge technology and creative ideas to your most traditional and nagging issues. To think differently in how you navigate the terrain and reach your goals. The world is changing more rapidly than ever before, and the pace of change will only continue to increase – we’re here to help you not just keep up but lead through it.

After nearly 15 years serving businesses large and small, Tim Jipping, CPA, CGMA established Journey Advisors & CPAs with the mission to elevate client experience. In addition to working closely with owner-operator businesses, he spent over a decade with one of the nation’s top international CPA firms, was a senior finance leader for a mid-market manufacturer, and a COO and a founder of start-ups. These efforts and experiences have been recognized nationally, most recently by CPA Practice Advisor who honored him as one of the top CPAs under 40 in the accounting profession. Actively involved in the profession, his passion for transforming the accountant-client relationship manifested itself in Journey Advisors & CPAs, a firm committed to a level of world-class and professional service once thought to be reserved for only the largest organizations.

You will be served directly by Tim and the firm’s professional staff located in the suburbs of Chicago, Illinois.





**CertaPro Painters®**

**Journey**  
ADVISORS & CPAs

**THANK YOU!**

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