

PRACTICE CS OFFERS GREATER VALUE AND INCREASED REVENUE FOR SMALLER FIRMS

“Practice CS paid for itself within two months, and it’s still going strong.”

Managing her business with maximum effectiveness is very important to Sheryl Messner, owner of an accounting firm in Jasper, Georgia, and that is why she uses Practice CS to help manage her firm.

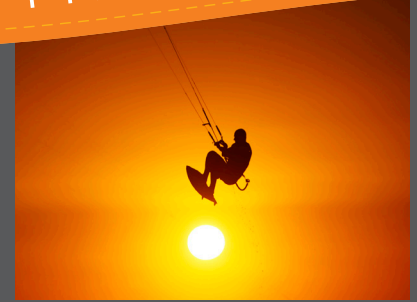
“I was originally introduced to Practice CS while at a previous CPA firm, and was familiar with its operation and capabilities.” When Sheryl started her own business, she was initially concerned with expenses so she opted instead to use timesheets and Microsoft Excel® spreadsheets to track the progress and billing. This system proved to be insufficient for her firm’s needs, so Sheryl purchased Practice CS in August 2009 and implemented it the following September. Being familiar with the software, she looked forward to seeing how the system would help her with tracking and management. She grabbed the manual and started to work.

It wasn’t until she was actually using Practice CS that she immediately saw evidence of work that the staff was doing that was not being billed for properly. By using the reporting features in Practice CS she is now managing the firm more effectively, is capturing all billable time accurately, and the results have shown substantially increased revenue. *“Nothing leaves the office without a bill attached now,”* Sheryl explains.

Today, the four-person office performs full-service projects ranging from payroll to audits, using the Practice CS dashboards to access, track and issue reminders to clients as needed. *“Using the status reports feature we are now given automatic reminders for follow-ups and check-ups that have improved revenue and overall customer service,”* Sheryl continued. *“The 941 payroll payment reminders were especially useful as they may otherwise have possibly been missed.”*

“Choosing Practice CS for my firm was the right decision to make. If anything, I’m disappointed I waited those six to eight months because of concerns over the price. My hesitation wasn’t worth the potential revenue I now know I lost in that time. Practice CS paid for itself within two months, and it’s still going strong.”

PRACTICE CS



SHERYL MESSNER, CPA, PC

*Sheryl Messner, CPA
Owner*

