

Innovative Back Office Solution Offers BookKeeping Express Offices, Independent Bookkeepers and CPA Firms Huge Growth Opportunity

May 19, 2010 // Franchising.com // McLEAN, Va. – BookKeeping Express Service Center signals a new era in small-business accounting.

Introduced today, the innovative back office solution from BookKeeping Express (BKE), a leading network of North American bookkeeping offices, is providing well-needed relief for accounting service firms and their small-business clients. It offers current and future BookKeeping Express franchise offices, independent bookkeepers and CPA firms providing bookkeeping services with the rock-solid outsourced support they need to continue growing their businesses.

"The day-to-day grind of crunching numbers can wear out a bookkeeper and it often takes him or her completely away from being able to consult with clients, market the business and meet with new business leads," said Greg Jones, CEO of BookKeeping Express. "One of the major benefits of the BookKeeping Express Service Center is that it gives bookkeepers, including BookKeeping Express franchise owners, infinite more time than they currently have to grow their businesses."

In addition to bookkeeping businesses, the BookKeeping Express Service Center is an ideal revenue generator for CPA firms offering bookkeeping or seeking to offer it. By outsourcing the bookkeeping function, CPA firms can more easily focus their attention on tax accounting and client consultation.

Plus, the Service Center serves as a new sales channel for BookKeeping Express franchise offices. Local BKE office owners can sell the service to CPA firms and independent bookkeepers in their communities.

"Everyone wins with the BookKeeping Express Service Center," added Jones, who began growing BookKeeping Express when he and partners acquired the business two years ago. "BKE offices, CPA firms, independent bookkeepers and each of their clients get a full team of professionals handling their bookkeeping so they can focus on business growth. They can work on their business while we work in their business."

A talented managerial team made up of a Yale MBA and former Fortune 500 outsourcing executive, both with several years of experience servicing the accounting needs of small North American businesses, head up a highly skilled staff at the BookKeeping Express Service Center.

Additional peace of mind for bookkeepers and their clients comes from the company's electronic filing system designed to provide around-the-clock security and online storage of financial documents. Known as BKE EDocs, the advanced technology gives business owners convenient, anytime access to financial records through an online portal, QuickBooks synchronization and reduced reliance on paper. Part of the BKE Connect system, the company's online integrated infrastructure, BKE EDocs includes data back-up and recovery, helping business owners insure

the safety of their documents if an unexpected disaster occurs or files become compromised due to theft.

About BookKeeping Express

BookKeeping Express, a national company focused on providing professional bookkeeping practices to small businesses, was founded in 1984 in California and grew to over 150 locations through licensing agreements. In 2007, Greg Jones, along with Bob Stocker and Merritt Green, purchased the company and launched the new business model in McLean, Va. in January 2008.