

## **Women Choose BookKeeping Express to Pursue Entrepreneurial Goals**

### **BookKeeping Express franchise opportunity attracts women who are ready to take control of their professional destiny**

([I-Newswire](#)) November 18, 2009 - McLean, VA – Women who seek financial independence and greater control over their futures are becoming franchisees with BookKeeping Express. Whether looking to accomplish professional goals or transitioning career paths during the economic downturn, women are investing in the BookKeeping Express franchise opportunity to meet their ambitions.

Greg Jones, chief executive officer at BookKeeping Express, said the company values the role of women in business. “We recognize that women entrepreneurs bring unique perspectives and strengths to their businesses,” Jones said. “BookKeeping Express offers a dynamic home-based business opportunity for women looking to get into business for themselves.”

Nearly half the BookKeeping Express franchise system is made up of women, all with successful backgrounds in various industries including: accounting, banking, bookkeeping, and hospitality.

A sampling of the backgrounds of the women owners in the BookKeeping Express family, include:

- A CPA from Tallahassee, Florida
- An AIPB certified bookkeeper, with 20-plus years experience in Indiana
- Two Northern Virginia professionals with a combined 30-plus years of finance experience
- A former controller with 20-plus years of accounting experience in the hospitality industry located in Austin, Texas

All of these women chose the BookKeeping Express opportunity to further their careers and work from home.

“I transitioned from a corporate job in the hospitality industry to business ownership with an opportunity that allows me to watch my two children grow up,” said Nancy Fierro, the owner of the BookKeeping Express in Austin, Texas, whose children have yet to reach school-age.

When women choose to become business owners with BookKeeping Express, they eliminate the time-consuming process and pressure of applying and interviewing for jobs that they are often more than qualified for, but can be subject to the politics of the corporate world.

“With my children getting a bit older, I have the ability to set my own schedule and be around when my kids get home from school,” said Jackie Helton, the owner of BookKeeping Express in Tallahassee, Florida.

With more than 28 million small businesses around the United States, BookKeeping Express offers a much-needed service to companies that are not equipped or do not wish to handle accounting responsibilities such as setting up charts of accounts and general ledgers, monthly data entry, processing and managing accounts payable and accounts receivable, producing

monthly reports and tax reporting. Plus, BookKeeping Express utilizes a Custom Flex Pricing Model that is based on the clients' needs instead of a one fits all, hourly billing approach.

As part of the BookKeeping Express franchise model, all locations will offer the BKE Connect system, which allows businesses access to all bookkeeping files remotely through an outside server, as well as a dashboard that clearly and visually 'sums' up the business' operations for thorough analysis. In addition, BookKeeping Express recently introduced BKE EDocs, a new electronic filing system designed to provide secure, online storage of financial documents. Two options available to BookKeeping Express investors include Master or Area Development territories that can be operated out of home-based or commercial space locations; per territory start-up fees run under \$50,000.

#### 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, Virginia in January of 2008. BookKeeping Express is currently registered to franchise in 41 states. For more information, please visit [www.bookkeepingexpress.com](http://www.bookkeepingexpress.com) or contact 877-525-5337.

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#### **Company Contact Information**

[Bookkeeping Express](http://www.bookkeepingexpress.com)