

Entrepreneurs Count On BookKeeping Express

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BookKeeping Express enters its second year of franchising with significant momentum on its side. Since launching its franchising program a year ago, the only U.S. franchise focused strictly on offering certified bookkeeping services has signed development agreements and opened offices with entrepreneurs in 10 states and across more than 120 territories.

“I am amazed at the response from the franchising community,” said Greg Jones, CEO of BookKeeping Express. “We are growing rapidly with entrepreneurs who recognize, just as we did, that there is widespread unmet demand for certified bookkeeping services in every U.S. market.”

In addition to the void the company fills in the United States’ small to mid-size business (SMB) community for companies that are not equipped or do not wish to handle accounting responsibilities, BookKeeping Express attracts entrepreneurs with a proven business model that includes ongoing IT, marketing and operations support.

Surpassing the resources available to an independent provider, BookKeeping Express offers its lead generation program, public relations support for grand openings, and technologically advanced accounting solutions through BKE Connect, a system which allows businesses to access all bookkeeping files remotely through an outside server, as well as a dashboard that provides a detailed overview of the business’ operations for thorough analysis.

“Highly qualified franchise investors want to join a system which supports our efforts in all facets of the business,” said Jackie Helton, the owner of BookKeeping Express in Tallahassee, Fla., which opened earlier this year. “BookKeeping Express goes to great lengths to train and provide mentorship.”

Currently, there are 16 BookKeeping Express franchise offices open and two corporate locations, one in McLean, Va., and another in Baltimore, Md. The company’s aggressive national franchise development plans call for more than 400 new territories.

With a collection of franchisees that come from diverse backgrounds, including corporate executives, CPAs, banking executives, and entrepreneurship, BookKeeping Express’ owners share a common goal to provide accounting relief to business owners so they can focus on growing their business.

“Getting into franchising is a viable option for those leaving or forced out of the corporate world,” said Jones, himself a serial entrepreneur with several business successes under his belt in the telecommunications and restaurant industries. “Most of the franchise investors we meet with are seeking to fulfill their entrepreneurial spirit but don’t want to do it alone, and that is one of the major benefits of franchising.”

BookKeeping Express is an affordable franchise opportunity tailored for today’s transitioning professional. 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.

Focusing its services on the nation's 28 million-plus small businesses, BookKeeping Express offers accounting services 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.

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 or contact 877-525-5337.