

Local Entrepreneur Brings Nation's Leading Bookkeeping Franchise to Austin; Expands to offer Nearly 38,000 Area Small Businesses Professional Bookkeeping Services

Austin, TX – October 21, 2009 – [BookKeeping Express](#), the first U.S. franchise focused solely on bookkeeping services, announced today that it has signed a franchise agreement with Nancy Fierro to open an office in Austin, Texas serving Metropolitan Austin, as well as Buda and Kyle. The new BookKeeping Express office will open in early-December and will be the first in Texas.

"I'm thrilled about the opportunity to provide skilled bookkeeping services that focus on the small business community," said Fierro, who as an area developer will be able to continue to expand her services in the region with additional offices. "I am excited about becoming an entrepreneur and part of the BookKeeping Express family. BookKeeping Express has more than 20 years of experience in the industry and their proven business model will provide me with the marketing and operations support I need to help me grow my business, which will help others grow theirs."

An experienced accounting professional, Fierro has been in the hospitality industry for 20 years, working the past 11 as a controller in various hotels. Seeking more independence and time with her new twins, Fierro decided to transition careers into entrepreneurship with the opening of BookKeeping Express in Austin.

With more than 38,000 small businesses in the region, [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.

The expansion into Austin is part of the company's aggressive national development plan which calls for more than 400 new territories throughout the United States.

"The small business community is growing in Austin and around the country, and BookKeeping Express is expanding with it, providing qualified franchise investors with a niche franchise option that caters to this growing segment," said Greg Jones, CEO of BookKeeping Express. "We are looking to grow with franchisees such as Nancy who are serious about owning a business and sincere about their desire to fill a void in their communities with our distinctive services."

Prior to opening her BookKeeping Express office, Fierro will earn the company's bookkeeper certification after several days of training at the company's headquarters in McLean, Virginia.

As part of the [BookKeeping Express](#) franchise model, all offices 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. 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.

For more information contact BookKeeping Express at (512) 940-7944.

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.