



## CASE STUDY:



**MATT WEISSMAN, CPA, MST**

### ABOUT INTEGRITY ACCOUNTING ADVISORS

Matt Weissman knows what matters to a community. His firm, *Integrity Accounting Advisors*, which opened its doors in 2016, caters mainly to small business owners, non-profits, and churches. As a small business owner himself, Matt understands the complexities small business owners face every day. Matt states that, in his mind, the key to financial success in any business is good bookkeeping and record-keeping, and his firm puts

a lot of energy, technology, and manpower towards making those processes efficient and accessible to his clients. Because payroll and taxes play an important role in bookkeeping, partnering with SurePayroll has allowed him to offer a more comprehensive accounting package, which has subsequently allowed his business to grow exponentially.

### BEFORE USING SUREPAYROLL

Matt isn't shy about sharing his opinion about payroll. "I never liked payroll; I never wanted to offer it," he states, "Payroll is one of those services that most accounting firms are handling manually, and it does not add value to the firm and will actually cost the firm resources and profits. Yet many aspects of good advisory services stem from payroll, so it becomes a business necessity." Matt had used other payroll companies before first signing up with Paychex (SurePayroll's parent company), which allowed him to have all his payroll clients under one service umbrella. However, Matt was looking for something more digital that he could manage himself, so when a Paychex sales representative introduced him to SurePayroll, he knew he'd found his match.

## WHY SUREPAYROLL?

Matt loves the simplicity of SurePayroll and the fact that he can manage everything in house. “We offer a concierge service to our clients and we try to limit the number of people necessary to complete basic payroll tasks and functions.” Therefore, utilizing SurePayroll allows Matt to eliminate the intermediary, allowing he and his team to service the client’s payroll needs directly. “I can liaison much better with my clients. Outside of a question I might have to reach out to service for, everything is right at my fingertips.”

Matt also remarks that the SurePayroll Accountant Care Team is the best in the industry. “I would not be offering payroll services if it was not for complete confidence that I have in the SurePayroll Accountant Care Team; there is nothing that doesn’t get resolved with the SurePayroll team,” he says, “they’re, hands down, the best customer service team I’ve ever worked with.”

Additionally, SurePayroll’s Revenue Share function allows Matt’s clients to pay their invoices, not just payroll, through a monthly ACH; the markup option acts as a payment system. “This eliminates merchant fees on the payment, which allows us to pass those savings on to our clients.”

## HOW SUREPAYROLL HAS HELPED THEM GROW

When reflecting on SurePayroll’s effect on his business, Matt has nothing but good things to say. “SurePayroll has helped us become a more complete advisor,” Matt says. “It helped us reinforce that payroll is not negotiable, bookkeeping is imperative, and we’re able to sell it as a complete package. We’ve built so many efficiencies around SurePayroll’s platforms. We’re not just about your taxes, not just about your books, but about your business and employees; we are looking holistically at your business.” Partnering with SurePayroll has allowed Matt the flexibility to focus on other areas of his business, giving him more time to build out his business and promote himself. Additionally, with the business growing significantly, has opened up more job opportunities within his firm, allowing Matt to hire more employees. “SurePayroll has been a key to our growth,” he says. “Our success really comes down to the Reseller Program.”

## ADVICE TO OTHER CPAs

To those who are considering offering payroll or simplifying their payroll services, Matt is open about the process. “I’ve consulted with two firms, walked them through the SurePayroll environment and have shown them what SurePayroll has done for my business. Now each firm is thriving using the program and it’s saved them a great deal of time in during the months that have major tax deadlines. Everyone is looking for a way to simplify their existing processes,” Matt says. “It’s always intimidating to make a switch and get your employees used to using a new system, but it’s worth it. Once you get going, it’s a well-oiled machine. It’s a heavy lift at first, but once it’s established, it turns offering payroll into a profit-generating service.”

Visit [www.SurePayroll.com/Accountants](http://www.SurePayroll.com/Accountants) to learn more and create a dashboard!

