



BELAY

VS

DIY



ACCOUNTING



BELAY

FRACTIONAL FINANCE SOLUTIONS

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No matter the size of your business, managing your bottom line is the difference between success and failure. Deciding whether or not to manage your own finances is much like deciding whether to change your own oil or hire a mechanic. Sure, you could do it yourself and save some money—that is, if you know what you’re doing—or you could end up making a huge mess and, potentially, some costly mistakes.

When it comes to deciding whether you can handle your accounting or whether it’s better left in the hands of a professional, it’s often helpful to ask yourself some soul-searching questions.

Should I do *my own* accounting?

Do You Have the Time?

And no, we don't mean, 'Are you willing to forgo all sleep and a personal life to make it happen?' We know you can find the time, so the real question is: Is this worth sacrificing the time you would spend on more important things?

Do Accounting Services Interest You?

There is no wrong answer here. Maybe you do really enjoy all the tasks that surround inputting costs, invoicing clients, analyzing data, projecting growth, filing taxes, setting goals, and monitoring everything else during the month.

Even if you are a financial pro, is managing your accounts, just because you can, a good enough reason for diverting your attention from growing your business? There is a seat for all of us on the bus of life and if you don't occupy a left-brained, number-crunching seat on it, that's OK! But it's hard to find time and motivation to do things that don't genuinely interest us. If maintaining accurate accounting records, balance sheets, and P&L reports doesn't float your boat, why are you still doing it?

Does It Make Financial Sense?

Then, there is the small matter of dollars and cents. The simplest way to ask this question is: Can you afford your own hourly rate? Because that's the cost you are paying when you take time away from other pressing matters to handle your own finances. Is it worth it?

You may not have considered it from that perspective—but it warrants some thought. Because while you may think you can't afford to hire an accounting professional, you're technically charging yourself every time you sit down to handle a task that could be delegated to someone—often surprisingly—more affordable than you.

Is this about control?

No judgment if the answer is a sheepish-but-honest 'yes.' You're a business owner and being in control is likely a large part of what has brought you success. If you want to know your exact financial situation at any given moment, you need control. But what if you could have all of that information without the stress?

Are you the best person to do this?

Be honest with yourself on this one—because ultimately without experience in finances or an understanding of balance sheets and income statements, that answer could be all you need to recognize that it's time to treat yourself to a professional.

Your finances are not the place to be experimenting, holding your breath, crossing your fingers, and hoping for the best. Hiring an accounting professional eliminates all questions, concerns and issues—and you and your business are so worth it.

Why BELAY Is Right for Accounting Services

It takes a special person to love accounting services, and it's okay if you're not that person.

Most of us haven't been trained in reconciling and reporting unless your business is, in fact, accounting. You started your business to follow a passion—a passion that decidedly doesn't include allocating expenses into categories and organizing receipts. But as your business grows, you'll likely reach a point where the cost-benefit for hiring a professional proves infinitely more effective than allowing it to occupy your working—or personal—hours.

We get it, though. You may still need some convincing to hire BELAY for your accounting needs. After all, up until this point, you've been responsible for the comings and goings of every single dollar for your

So here are just a few reasons why you should hire a BELAY Accounting Professional for your small business:

Long Term Savings

Fewer things will prove as costly as poor money management for your small business. You may not even know how much money you are leaving on the table from small payroll mistakes to complicated tax breaks. A BELAY Accounting Professional will catch it all. Further, part-time accounting services are far more cost-effective than a salaried accountant because you only pay for what you need.

Expertise

When you outsource your accounting services to BELAY, you gain access to a professional's expertise - without the full-time price tag. In addition to their guidance, our Accounting Professionals provide timely and accurate information so that you can make better financial decisions. Our bench of exceptional U.S.-based contractors are all formally educated with experience in the field. That way when you put your trust in BELAY, you can rest assured that we have also put our trust in your dedicated accounting professional.

Accurate Bookkeeping

When you're juggling it on your own, bookkeeping can often take a back seat, but it really can't afford to. Virtual bookkeeping services can provide updated financial reporting in real-time so you never have to worry about catching up. BELAY has been in the business of helping our clients have squeaky-clean books for over ten years, so we know what it takes.

Here's just a sampling of the reports and tasks a BELAY Bookkeeper will handle:

- Payclient's bills weekly
- Reconcile bank statements
- Journal and data entry (coding)
- Provide clients with weekly & monthly reports
- P&L (monthly)
- Budget to actual (monthly)
- Statement of cash flow (monthly)
- Other customer reports (for an additional cost)
- Maintain and manage the chart of accounts–
Debit/Credit card reconciliation
- 1099 preparation (may include an additional fee)
- Process payroll by working with a verified vendor
to set up the payroll account, and then they
process and schedule payroll

Cash Flow Management

With an accounting professional for your small business, you can easily refer to your financials and evaluate your profits. Further, you can closely monitor both your payables and receivables to increase your cash flow, making your operating activities easier.

Dedicated Support without the Headcount

When you outsource with BELAY, you gain an experienced, dedicated U.S.-based professional who will manage your accounts continuously. You don't get passed around month to month based on whoever is available. No, your accounting professional will know your name, your business, and your goals. You get all of that without having to worry about the bottom-line impact of paying a full-time salary, sick days, holidays, and benefits.

Save Time

Not only will hiring an accounting professional save you the time you spend on tedious tasks like payroll, but just imagine what the end of the year could look like with accurate, orderly books and tax prep on your side. We know you need to focus on what you do best, and that's why our BELAY Accounting Professionals have the experience and capacity to free up valuable time that you can put into growing your company. Stop spending nights and weekends invoicing your clients, and start focusing on what matters most—your business.

Peace of Mind

Need we say more? Because really, if none of the aforementioned benefits for hiring an Accounting Professional for your small business resonate with you, surely you can appreciate the pricelessness of something—anything—giving you peace of mind while you juggle everything else. Arguably, this is the most profound reason for outsourcing accounting services for your business. Just imagine: Gone are the days of wondering if you'll qualify for that loan you desperately need to grow your business. Gone are the hours spent on payroll and invoices. Gone are the last-minute hunts for receipts and documents days before your taxes are due. Gone are the sleepless nights wondering if you missed something. With a BELAY Accounting Professional, you can rest assured knowing your finances are in expert hands.

BOTTOM LINE

No matter the size of your business, managing your bottom line is the difference between success and failure — and that is exactly why trusting your finances with a BELAY Accounting Professional could be the best decision you make for your business.



See how **BELAY** helped Jayson Teagle, CEO of Collideoscope, strengthen his bottom line and scale with confidence.

[See Jayson's Results](#)



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ELITE SUPPORT FOR LEADERS WHO **REFUSE BUSYWORK**