

*Lessons Learned from the Bill.com Accounting Community*

# WebsterRogers Triples Number of Business Services Clients with Bill.com

William R. Barefoot, CPA, CGMA, senior manager for WebsterRogers LLP, discusses how Bill.com has helped their firm land new business and grow existing clients' accounts.

## Tell us about your firm.

WebsterRogers is a top 200 accounting firm based in South Carolina. We serve thousands of clients nationwide and focus on industries including manufacturing, healthcare, hospitality and construction.

## How do you use Bill.com?

Bill.com has helped us retain existing clients and bring in new ones. With its efficiencies and lower costs, it has helped us move away from lower-end transactional services and focus on valuable, high-level consulting. The volume of clients and transactions that staff can handle has increased with Bill.com, thanks to digital payments, automated workflows, and online document management.

## How have clients responded to Bill.com?

They find Bill.com impressive. The Bill.com mobile app is one of the biggest selling points. Someone doesn't have to be on location to view or approve a bill.

Bill.com offers a higher level of security because it enforces the separation of duties and allows clients to be involved in AP and AR without having access to the general ledger or an online bank account. That is a huge selling point, especially for healthcare and professional services companies.

## What is your return on investment for Bill.com?

Bill.com is a key feature in driving the growth of the Business Services Group. It is either the main factor or a key component for approximately 80% of the new business we bring in on the accounting side. It also saves us 50% or more on the time spent on AP processes.

## What tips would you give for those who are looking to improve and scale their business?

All firms should use Bill.com. It's the future of accounting services. Jump in and learn more.



### EMPLOYEES

150

### HQ

Florence, South Carolina

### TYPE OF FIRM

Top 200 accounting firm

### CLIENTS

10,000

### BILL.COM SERVICES

AP and AR

### INTEGRATIONS

QuickBooks Online,  
QuickBooks Desktop,  
Intacct

Visit [Bill.com](#) for more information.