

# Accounting Firm Expands to Full-Service Bookkeeping with Help of Bill.com



## Sass Accounting Services

Eileen Sass, CPA, Advanced Certified ProAdvisor®, founder and owner of Sass Accounting Services

1-10 employees

Sass Accounting Services specializes in helping small to midsized companies in the Akron, Cleveland, and Toledo, Ohio areas customize QuickBooks software to meet their accounting needs. The firm provides full QuickBooks support with all products including installation and training classes.

Focuses on Medical, professional services, real estate, light manufacturing, and insurance

Uses Bill.com Accounts Payable

Accounting system:  
Intuit QuickBooks  
Desktop and Online

## Firm Processes \$1 Million in Payables in Under Five Months

### Introduction

With more than 30 years of experience and jobs in both Big 8 and regional accounting firms, CPA Eileen Sass knows that the secret to building a successful firm is to provide excellence in service and give clients a highly personalized experience.



In the 1980s, she founded her firm – Sass Accounting Services – on this philosophy. The firm specializes in helping small to mid-sized companies customize their QuickBooks software

to meet their accounting needs. Ideal clients for Sass include businesses in need of QuickBooks training, controller services, and/or an outsourced accounting solution.

“Our clients are passionate about their businesses, but not always accounting,” said Sass, a QuickBooks Advanced Certified ProAdvisor since 2007. “Sass Accounting Services helps clients discover the full potential

of their business through a customized QuickBooks experience. We work hand-in-hand with business owners across multiple industries to provide QuickBooks installation, online and on-site training, database cleanup, reporting, third-party applications, and troubleshooting.”

“ Now, I can offer full book-keeping services, which allows me to enhance my level of client service as well as open a new revenue opportunity. ”

### Challenges/Goals

- Limitations in service offerings due to lack of supportive technology
- Elevate level of client responsiveness

### Solution

- Automate labor-intensive processes and bill payment via cloud-based Bill.com

### Results/Benefits

- Expand services and revenue with the ability to offer full-service bookkeeping
- Process \$1 million in payables in under five months with Bill.com

## Seeking an Edge in Operations

Although her business was successful, Sass realized that there were opportunities to expand the scope of her services and elevate the level of client responsiveness.

“We didn’t offer full-service bookkeeping. Adding that alone had the potential to open up a significant revenue stream,” said Sass. “I was also interested in enhancing the client experience with tools that would promote collaboration and access to real-time information and reporting regardless of where my clients were located.”

An increase in cloud-based offerings prompted Sass to explore technology options to expand her firm’s services and efficiency. She had heard from her peers about successful experiences with cloud-based solutions.

“More and more within the industry, I began to see an increase in cloud-based offerings and the very real benefits they can offer my firm and clients in terms of revenue, cost savings, efficiency, and productivity,” said Sass. Sass’s ideal solution would integrate with QuickBooks, be simple to use, and enable mobile access.

“Bill.com also eliminated the need to hire additional staff in order to take on the full-service accounting for two companies.”

## The Bill.com Advantage

Sass discovered Bill.com at Scaling New Heights, an Intuit-focused conference that provides advanced training for QuickBooks ProAdvisors.

The cloud-based solution automates payables, receivables, and cash flow. For accounts payable, it eliminates paper by transferring related processes online. With the addition of workflows for review and approval, it automates the entire accounts payable process and protects against fraud and errors. The automation continues through accounts receivable. Bill.com invoices by mail or email and sends auto-reminders when payments are due or late. The solution also accommodates cash flow management with mobile access, forecasting, and the ability to identify potential problems well in advance.

It also integrates with leading accounting software programs including QuickBooks, Xero, Intacct, and NetSuite.

"Honestly, I didn't evaluate other solutions," commented Sass. "Bill.com was exactly what I needed. I was very impressed with the quality of the people in the company. I firmly believe that the integrity of a company begins at the top and filters down from there. You will always find excellence in both product and support with excellent leadership, and that was evident in Bill.com."

“My clients cannot imagine life without Bill.com... We all have the ability to work as if we were at the same location.”

## Moving to the Cloud and Reaping the Benefits

Shortly after the conference, Sass decided to embrace the cloud and its benefits by bringing Bill.com into her practice.

Sass has had an extremely beneficial experience with the cloud-based solution, and describes Bill.com as a "rockin' awesome product".

"Before using Bill.com, I didn't offer full-service bookkeeping to my clients. Now I can, which allows me to enhance my level of client service as well as open a new revenue opportunity. The Bill.com solution also eliminated the need to hire additional staff in order to take on the full-service accounting for two companies," said Sass. Her clients are appreciative of Bill.com as well.

"My clients cannot imagine life without Bill.com," Sass explained. "One of my clients has a business site located 1,800 miles from my office, and the owner is at another location. We all have the ability to work as if we were at the same location."



Bill.com  
3200 Ash Street Palo Alto, CA 94306  
Main 650.353.3301 • Fax 650.644.0293 • [www.Bill.com](http://www.Bill.com)