

Qlean\$tart™ ProFile (AccountingPRO™) – Construction Accounting Support System

October/2006

Company Information:

Company: Info Plus⁽⁺⁾ Accounting PC
Contact: Diane C.O. Gilson (dcg@infoplusacct.com)
Website: www.InfoPlusAcct.com
Hours & Time Zone: 9-5 EST Monday – Friday
Established: 1994
IDN Membership: Premier Developer (2001)
QuickBooks Integration: 4+ years

Diane Gilson, President

Info Plus Accounting PC

I chose AccountingPRO™ over other QuickBooks® systems available to builders because of its capability to provide traditional accounting reports as well as the detailed job cost reports that I wanted.

I also find that it is very flexible. This is important to me because I handle a variety of jobs, including architectural design, building, and remodeling and I find that I can easily adapt it to my company's unique circumstances.....

Jef Forward, President, The Forward Group

Please visit <http://www.infoplusacct.com/references.html#> for a more extensive reference list.

Why was the product and system developed?

QuickBooks® is the accounting software package used by the vast majority of small-to-medium-sized residential builders, remodelers, developers, and contractors in the United States. As a CPA and QuickBooks® consulting firm, over our years of working with our clients in the construction industry, we found one recurring problem. Most of these small businesses (and in many cases, their accountants), didn't know how to establish the underlying structural framework necessary to maximize the power and flexibility that QuickBooks® offers. As a result we often had to start over with a clean file (hence the name: **Qlean\$tart™ ProFile**).

This product was developed over those years of working hand-in-hand with our clients to learn what they truly wanted and needed. As we worked with owners, field employees, bookkeepers, and their accountants we continued to develop and enhance a system that could flex to support not only the various specific needs of different types of construction accounting, but the unique requirements of different-sized companies as well as owners who presented us with very specific requirements, ranging from the simple to the extremely sophisticated.

This pre-built data file is built to work with, and maximize, QuickBooks® as it was designed (for example, Items are used for job stages so that Estimates and Purchase Orders can be used as intended). We've designed each list to be used for a unique purpose so that data can be "sliced and diced" in a variety of ways without having to create exotic workarounds. In addition, we share our years of experience with extensive documentation and hundreds of tips and insight sprinkled throughout the file and text.

At a Glance:

- Chart of Accounts with >350 potential accounts (properly titled and numbered)
- Pre-coded, pre-linked Item List with >336 potential job-stages
- Special Customer:Jobs to support advanced job-costing features
- Extensive Payroll Items List
- Tracks specific activities/costs for Worker's Comp or union reports
- Automates labor burden allocations
- More than 60 sample transactions (with built in directions) to help post actual entries!
- Company File Preferences set to access most-often-needed features
- Other pre-built Lists support quick start-up
- Specialty construction-based reports
- Extensive training materials and documentation

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Who is Your Target Market and Why?

AccountingPRO™ helps the business owner (or their accountant), to quickly, and most effectively, utilize the powerful, advanced capabilities of QuickBooks®. It was designed by Diane Gilson, CPA, a Certified QuickBooks® ProAdvisor, previously Certified Intuit Master Builder Professional Advisor, Certified Internal Auditor, trainer, and construction-industry consultant with more than 25 years' accounting and training experience. She has worked closely with hundreds of home building clients, their staff and accountants to help them most effectively use QuickBooks® Pro.

As a Pro Advisor, you can use this package to quickly and easily get your new construction clients off to a good start, or you can use it to convert existing QB clients into a newer, better way of handling their construction accounting. Most clients are very enthused about having you help them through the process, and are willing to pay prevailing training and consulting fees for your help.

How does the Qlean\$tart™ ProFile Work?

You, or your client, install the pre-built file on your computer, you cooperatively select a "conversion" date, enter opening balances, and begin to use the new, structurally maximized file as the new company data file. You can customize the Chart of Accounts, Item Lists and any other aspects of the file by inactivating, editing, or adding names using standard QuickBooks® editing commands. Documentation and Sample transactions built into the Memorized Transactions list guide accountants and clients through new ways of understanding and entering data.

Who is your competitionand how does Qlean\$tart™ ProFile differ?

The closest approximation of a competitive product is the Intuit Premier Contractor Edition's pre-built construction industry Chart of Accounts that you can adopt/accept when you establish a new company file. Our lists are much more extensive (please see the "At a Glance" list). Additionally our features are derived from thousands of hours of direct construction-client interaction, training, consulting and problem-solving.

QuickBooks Integration:

Sometimes builders like to build or see their estimates in a spreadsheet format. We offer separate Estimating Worksheets that resemble spreadsheets to:

- Build cost estimates by job stage for labor, subs, materials, & other costs.
- Compute estimated markups and gross profit.
- Post the details of your estimates directly into your QuickBooks® Estimates.

A mini customer case study:

Remodeling Designs, Inc.
<http://www.remoldingdesigns.com/>

Info Plus Accounting's products and services would benefit any company in the remodeling and building industry..... They have developed a template called AccountingPRO™ that is extremely detailed, yet easily customized to fit your needs.

We converted to QuickBooks® from another accounting system using AccountingPRO™. We had used the other system for about five years, so I was very concerned about the transfer of information.

The level of detail that we are now able to attain is wonderful. As we are going into the end of our first full year since the conversion, I have more confidence in my numbers than ever, and my year-end close will be the easiest ever.

Joan Cordonnier
Treasurer & Partner

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Installation & Setup:

An Installation Wizard guides you through the installation process – the entire process takes perhaps 5-10 minutes. (If you need help with installation, Support is available at no charge.)

Following installation, just access the new company file and begin to customize it to meet your needs. If you need to update the file to the most recent version of QuickBooks, the update may take another 5 minutes.

Users familiar with QuickBooks® can immediately begin to use, and modify, the new data file and access the Sample Transactions to get a head start on data entry. For all users, we recommend reading the documentation included with the package:

1. The accompanying **User's Guide** provides an overview re: how to kick off your new file, and how to apply advanced accounting techniques to your new company file, and
2. The **Accounting with QuickBooks® for Builders and Remodelers** book provides extensive accounting orientation, construction company insights, and hundreds of tips, insights and notes to maximize the value of your new QuickBooks® data file for the construction industry. For a more extensive description of the book's contents (which can also be purchased separately), please visit the following link: <http://store.infoplusacct.com/index.asp?PageAction=VIEWCATS&Category=8>.

We recommend 20-40 hours for in-depth study of this information.

System requirements can be reviewed in detail at

<http://www.marketplace.intuit.com/AppCard/appinfo.asp?AppID=2310&OID=1960157&CatID=105>

Demonstrations & Trials

Due to the nature of the product, trial versions are not practical, but we include an extensive description and a variety of screenshots at:

<http://www.marketplace.intuit.com/AppCard/appinfo.asp?AppID=2310&OID=1960157&CatID=105>

We also offer live demonstrations (by appointment) providing a special access code that allows the participant to view our computer screen (no user setup required).

Because a change to AccountingPRO™ means a change to their entire accounting system, most potential purchasers have a variety of questions unique to their circumstances and company, and this allows them to get those questions answered in a very specific manner.

Pricing, Support, Enhancements & Updates:

The price is currently \$249.95 for each owner-specific company, and the product is compatible with all versions of QuickBooks® except the Simple Start and on-line versions of QuickBooks®.

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- Multiple entities owned by the same owner(s) can receive additional licenses for those entities at \$99 each by contacting us. (NOTE: the product may not be modified and copied for additional entities without purchasing additional licenses.)
- Because this is a QuickBooks® company data file, the number of simultaneous users in a given file are governed by your authorized QuickBooks® licenses (i.e., there is no extra product charge for additional users of the same company file if you are authorized for multiple users through QuickBooks®).
- Accounting firms wishing to use the template for multiple clients would purchase a separate package for each client.

There are no ongoing maintenance or support charges.

- Although we periodically enhance the file based on user ideas and new insights gleaned from working with our clients, the AccountingPRO™ data file is a single-purpose, one-time application, and the QuickBooks® data file (template) becomes unique to your company as soon as you begin to use it. We therefore do not attempt to change your file in any manner subsequent to its adoption into your company.
- As soon as a new version of QuickBooks® is installed on your computer, just update your file to the new version as you normally would.

Due to the extensive documentation provided, and the nature of our primary business (personalized Certified QuickBooks® ProAdvisors and management accounting support, training, and trouble-shooting), additional services are available by appointment at standard professional rates.

We use a secure Webex connection to deliver these additional support services.

How can the Qlean\$tart™ ProFile (AccountingPRO™) help Advisors with their clients?

Advisors are frequently faced with construction clients who have created “counter-productive” QuickBooks® files (i.e., the lists have been set up in a variety of ways that don’t yield the desired results.) Attempting to fix the structural issues in these problem files can be a daunting and expensive task that neither the Advisor nor the client is willing to undertake. A new, clean file is frequently the only practical solution.

Additionally, Advisors may be asked to help a construction client transition from another accounting system into QuickBooks®. And expertise in construction accounting can take years to acquire. The answer?

The **Qlean\$tart™ ProFile (AccountingPRO™)** has been designed especially for the construction industry, is adaptable to all major types of construction (e.g., spec home builders, remodelers, developers, contractors, etc.), is scalable to varying needs of simplicity or complexity or company size, and is a great way to avoid burdensome front-end system-design and experimentation. It also saves the time & drudgery of manually entering Accounts and job-stage Items. Rather than spending time trying to figure out how to get QuickBooks® to deliver needed information, the Advisor can be the expert who helps the client quickly and effectively utilize a proven system.

As previously mentioned, most clients are very enthused about having you help them through the process, and are willing to pay prevailing training and consulting fees for your help.

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In Closing –

There are countless ways to create “under-performing” QuickBooks® data files for construction clients. (Believe us, we initially tried many of the frustratingly “long and wrong” ways and we’ve seen and experienced the results of hundred of others!)

But, over the years, via our hands-on QuickBooks® consulting and support services, we’ve spent the time and energy to learn how to work with (rather than against) QuickBooks’ extensive capabilities. As a result, we’ve designed a QuickBooks® template that not only avoids the common structural problems, but built a system (and created other related construction accounting support products) that helps support and enhance construction company accounting controls, office productivity and business results.

Why re-invent the wheel? Take advantage of all we’ve learned over the years working with our construction clients and with QuickBooks®. We’ve included literally hundreds of tips and techniques in this pre-built QuickBooks® company file template that can help construction companies use QuickBooks® to control, access, and use the information that is critical to their success.

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