

Certified Public Accountants
Business & Financial Advisors



insero&co



QUICKBOOKS ONLINE

April 27, 2021

Housekeeping

- ↗ This session is being recorded.
- ↗ Slides and recording will be sent to you after the session concludes.
- ↗ In the event of technical difficulties, please bear with us!
- ↗ If you have a question, please use the Q&A button at the bottom of your screen, and we will be following up after the session to answer your questions.

You are viewing Success Onboardin... 's screen View Options

Zoom Video Conferencing was Named a 2018 Gartner Peer Insights Customer's Choice for Meeting Solutions

Enter your work email

Gartner Zoom received a 4.69 out of 5 overall customer rating

[Read the Report](#)

Audio Settings Chat Raise Hand Q&A Leave Meeting

Q&A

You asked: 19:41
Type your questions and comments here!

Please input your question

Send Anonymously Send

Gartner peerinsights

Figure 1. Gartner Peer Insights "Voice of the Customer" Meeting Solutions Overall Ratings

Gartner Peer Insights "Voice of the Customer" Meeting Solutions Overall Ratings
As of January 31, 2018

Eligible Vendors	Gartner Peer Insights Customers' Choice	Gartner Magic Quadrant Position	Number of Reviews	Overall Customer Rating
Zoom Video Communications	customer's choice 2018	Leader	n=686	4.69
Highfive Technologies			n=30	4.40
Lifesize			n=30	4.40
LogMeIn	customer's choice 2018	Challenger	n=163	4.36
Teamviewer			n=42	4.33
BlueJeans Network	customer's choice 2018	Visionary	n=57	4.32
Google	customer's choice 2018	Challenger	n=131	4.27
Cisco	customer's choice 2018	Leader	n=380	4.21
Microsoft		Leader	n=293	4.16
Adobe		Challenger	n=72	4.14

Notes: Vendors with greater than 25 reviews on Gartner Peer Insights in the past one year as of January 31, 2018 are considered eligible vendors; Gartner Peer Insights Customers' Choice announced on February 13, 2018; Gartner Magic Quadrant for Meeting Solutions published on September 18, 2017; Number of reviews and ratings as of January 31, 2018.

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Source: Gartner Peer Insights (January 31, 2018)

Mean overall rating for eligible vendors in this specific market: 4.33



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Presented By

Christie Caldwell

Manager

Insero & Co. CPAs, LLP

QuickBooks Online

Is making the switch right for your business?



Subscription Levels

Simple Start

~~\$25~~

\$12⁵⁰ /mo

- ✓ Track income & expenses
- ✓ Capture & organize receipts
- ✓ Maximize tax deductions
- ✓ Invoice & accept payments
- ✓ Track miles
- ✓ Manage cash flow
- ✓ Run general reports
- ✓ Send estimates
- ✓ Track sales & sales tax
- ✓ Manage 1099 contractors

Plus

~~\$70~~

\$35 /mo

- ✓ **Manage & pay bills**
- ✓ Track time
- ✓ **Includes 5 users**
- ✓ Track project profitability
- ✓ Track inventory

Advanced

~~\$150~~

\$75 /mo

- ✓ **Includes 25 users**
- ✓ Business analytics & insights
- ✓ Batch invoices & expenses
- ✓ Customize access by role
- ✓ Exclusive Premium Apps **NEW**
- ✓ Dedicated account team
- ✓ On-demand online training
- ✓ Restore company data
- ✓ Automate workflows

Polling Question #1

QuickBooks Online Advantages

- ↗ Cloud based system
- ↗ Streamline processes
- ↗ Integrates with other key systems
- ↗ Take advantage of things such as classes
- ↗ Proper access limitations and audit trail

Cloud Based System


- ↗ Can be accessed from anywhere
- ↗ Mobile app
- ↗ Simultaneous users
- ↗ Ongoing development





Streamline Your Processes

- Automatic invoicing
- Banking and credit card feeds
- Payroll
- Timesheets
- Create and maintain customer requests and tasks



Checking 
-\$3,621.93
BANK BALANCE Updated moments ago
\$1,256.00
IN QUICKBOOKS 24

Savings 
\$200.00
BANK BALANCE Updated moments ago
\$800.00
IN QUICKBOOKS 1

Mastercard 
\$304.96
BANK BALANCE Updated moments ago
\$157.72
IN QUICKBOOKS 7

For review (24) Categorized Excluded

 Take a tour [Go to bank register](#)



 All dates  All transactions (24) 


  

<input type="checkbox"/>	DATE ▼	DESCRIPTION	PAYEE	CATEGORY OR MATCH	SPENT	RECEIVED	ACTION
<input type="checkbox"/>	04/26/2021	A Rental		Uncategorized Income		\$200.00	Add






Categorize Find match Record as transfer

Vendor/Customer  Category * 

Tags  [Manage tags](#)

Memo

BANK DETAIL A1 RENTAL BACKHOE DEPOSIT REFUND

 Add attachment  Create a rule  Exclude



Transaction Tagging

TAG GROUPS

^ ● Event (2)

- Event: Charity Gala
- Event: Holiday Party

TYPE	AMOUNT	TAGS
Expense	\$550.00	Events: Charity Gala
Invoice	\$210.00	Events: Holiday Party Employee: Alicia

MONEY IN Event ▼

All dates ▼

\$6,000

Total money in

- \$4,100 Charity gala
- \$1,000 Holiday party
- \$900 Training class

Dashboard

Banking

Sales

Expenses

Time

Projects

Workers

Reports

Taxes

Accounting

My Accountant

Apps

Projects

All projects profitability

Hourly cost rate

In progress ▾ All customers ▾

Search all projects

New project

PROJECT ▾ / CUSTOMER		PROFIT MARGIN	TIME	ACTIONS
Anna's Wedding Anna McCormick	Income \$12,000.00 Costs \$2,347.56	80.4%	120:30	Options ▾
Anniversary at Sia's Tina Yuan	Income \$9,000.00 Costs \$5,235.00	41.8%	92:30	Options ▾
Corporate Catering Gary Franz	Income \$2,670.00 Costs \$3,000.00	-12.4%	18:00	Options ▾
Sweet 16 Celebration Delisa Perez	Income \$6,000.00 Costs \$3,941.68	34.3%	60:00	Options ▾
Wedding Anniversary Cateri... Joy Shaw	Income \$5,000.00 Costs \$3,000.00	40%	25:00	Options ▾

Tasks

The screenshot displays the QuickBooks Accountant interface for a client named StacyK QBOA. The interface is organized into several sections:

- Header:** Includes the QuickBooks logo, a search bar, and navigation icons for home, settings, user profile, and help.
- Client Information:** Shows the client name "StacyK QBOA" and the date "Wednesday, October 4".
- Navigation Sidebar:** Lists various practice areas such as "YOUR PRACTICE", "Clients", "Team", "ProAdvisor", "Work", "Apps", "YOUR BOOKS", "Dashboard", "Banking", "Sales", and "Expenses".
- Task Filters:** A row of filters allows users to view tasks by "All clients", "Everyone", "All", and "From QuickBooks".
- Task Summary Row (highlighted in red):** Provides a quick overview of task counts: "DUE TODAY: 14", "THIS WEEK: 2", "NEXT WEEK: 5", and "NEXT 30 DAYS: 1".
- Task Cards:** Individual task cards are displayed, each with a date, client name, task title, and status. For example, "AUG 29 Create Slides" for "WOODY'S GUITAR CENTER" and "OCT 6 October Project" for "STACYK ACADEMY PLUS".

Application Integrations

- ↗ Billing and accounts payable management
- ↗ Payroll
- ↗ Expense management
- ↗ Ecommerce
- ↗ Inventory



Polling Question #2

One-Click Reporting

- Schedule reports to be emailed monthly
- Create groups and custom reports to meet your unique needs



Reports

All

Custom Reports

Management Reports

> Favorites

Business overview

Audit Log		Profit and Loss Detail		
Balance Sheet Comparison		Profit and Loss year-to-date comparison		
Balance Sheet Detail		Profit and Loss by Customer		
Balance Sheet Summary		Profit and Loss by Month		
Balance Sheet		Profit and Loss		
Business Snapshot		Quarterly Profit and Loss Summary		
Profit and Loss as % of total income		Statement of Cash Flows		
Profit and Loss Comparison				



▼ For my accountant

Account List	☆	⋮	Profit and Loss by Tag Group	☆	⋮
Adjusted Trial Balance	☆	⋮	Profit and Loss	★	⋮
Adjusting Journal Entries	☆	⋮	Recent Transactions	☆	⋮
Balance Sheet Comparison	☆	⋮	Reconciliation Reports	☆	
Balance Sheet	★	⋮	Recurring Template List	☆	⋮
Class List	☆	⋮	Statement of Cash Flows	☆	⋮
Exceptions to Closing Date	☆		Transaction Detail by Account	☆	⋮
General Ledger	☆	⋮	Transaction List by Date	☆	⋮
Invalid Journal Entries	☆	⋮	Transaction List with Splits	☆	⋮
Journal	☆	⋮	Trial Balance	☆	⋮
Profit and Loss Comparison	☆	⋮			

Email Management Report

To

Cc

Subject

Body

contains financial reports and other helpful information.

Please get in touch if you have any questions.

Regards
Craig Carlson

Filename

Cancel

Send email

Custom Report

Group Name

Collections

Set email schedule

ON

SET RECURRENCE

Repeats: Daily

Every: 1 day(s)

Next Date: 04/26/2021

End: None

End Date: -

EMAIL INFORMATION

To: Cc

Financial reports for Craig's Design and Landscaping Services

Hello,

Attached is the set of financial reports for Craig's Design and Landscaping Services.

Regards,
Craig Carlson

Financial Models Are More Effective With Data Visualization

Dashboard

Banking

Sales

Expenses

Workers

Reports

Taxes

Accounting

My Accountant

+ LOGO

Craig's Design and Landscaping Services

Resume setup

PRIVACY



Invoices

\$5,281.52 UNPAID LAST 365 DAYS

\$1,525.50 OVERDUE **\$3,756.02** NOT DUE YET



\$3,692.22 PAID LAST 30 DAYS

\$2,062.52 NOT DEPOSITED **\$1,629.70** DEPOSITED



Expenses

Last month

\$6,953 LAST MONTH



- \$2,666 Miscellaneous
- \$940 Maintenance and...
- \$900 Rent or Lease
- \$2,447 Everything else

Bank accounts



Checking **25 to review**

Bank balance **\$-3,621.93** Updated moments ago
In QuickBooks **\$1,201.00**

Savings **1 to review**

Bank balance **\$200.00** Updated moments ago
In QuickBooks **\$800.00**

Mastercard **7 to review**

Bank balance **\$304.96** Updated moments ago
In QuickBooks **\$157.72**

Visa
In QuickBooks **\$0**

Profit and Loss

Last month

\$1,394 NET INCOME FOR JANUARY



Sales

Last month

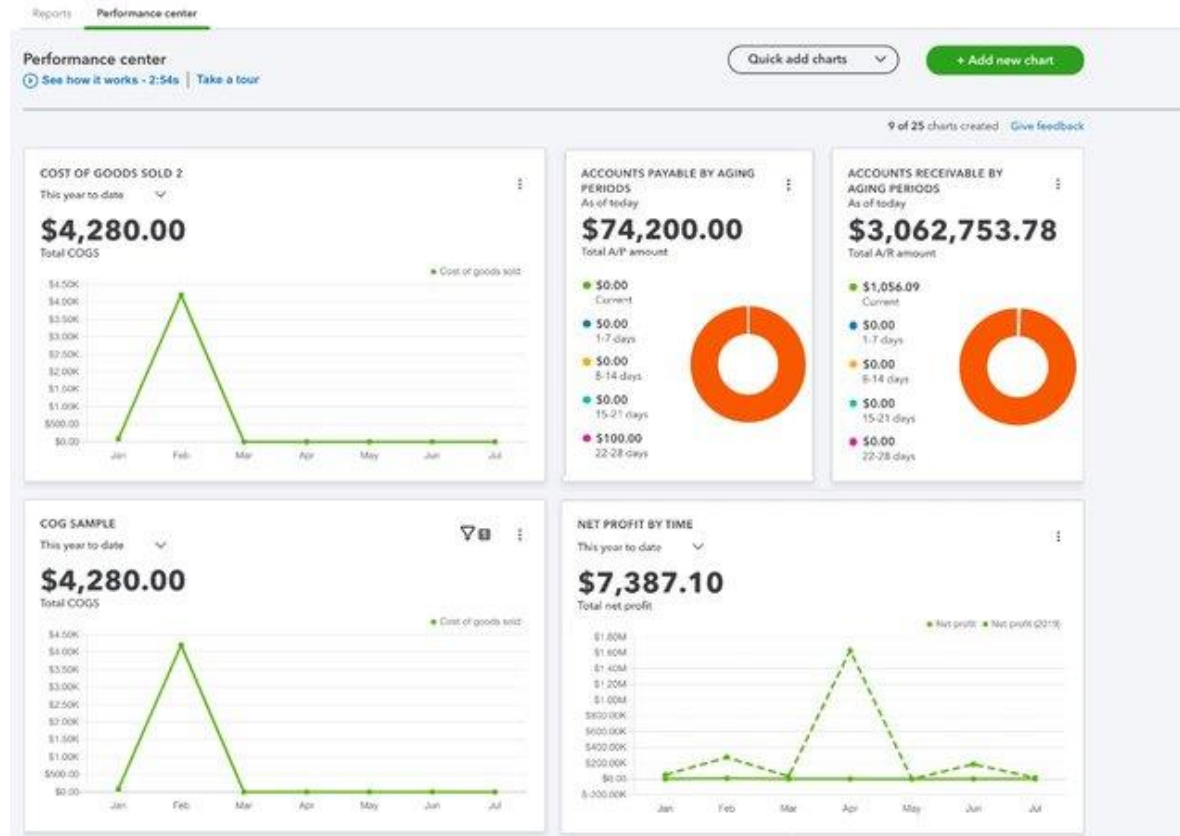
\$8,426 LAST MONTH



Connect accounts

Go to registers

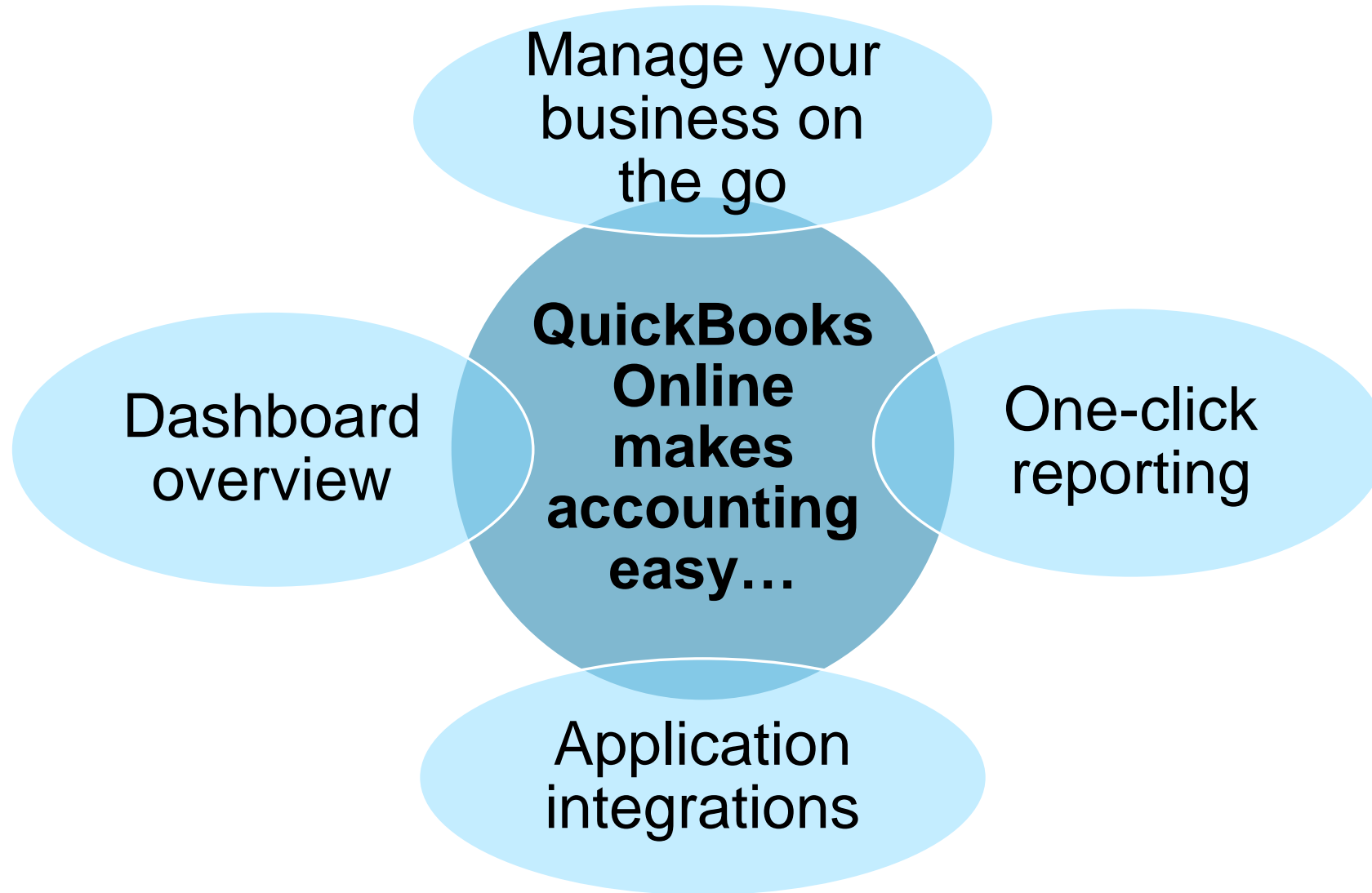
Performance Center



Safety and Training

- ✓ Safe and secure
 - 24/7 data monitoring
 - Disaster protection systems in place
 - Password protected login & multi-factor authentication
 - Firewall protected servers & encryption technology
- ✓ Grow your knowledge
 - Free online software training
 - Live webinars
 - Self-studies
 - Advanced Certification Training

Polling Question #3



Cons for QuickBooks Online

- ↗ Regular updates change the product making it difficult to re-learn and re-teach
- ↗ Each company file requires a separate subscription
- ↗ Difficult inventory tracking
- ↗ Does not complete job costing
- ↗ Not industry specific

Cons for QuickBooks Online

- Monthly subscription versus purchased software
- Lack of detailed user restrictions
- Reports and dashboards are not customizable depending on subscription and user level
- Functionality available varies based on subscription level

Get Started Now



- ↗ Evaluate where you are today
- ↗ Identify your strengths and weaknesses
- ↗ Isolate and prioritize the biggest issues and opportunities

Upcoming Events

Webinar – Sage Intacct

↗ June 22

Webinar – Dashboard and Executive Reporting

↗ August 12

Visit inserocpa.com/events for more information

Thank You

Thank you for your attendance at today's program.

For more information regarding the topics discussed today,
please feel free to contact:

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