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PARTNER STORIES

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# ABI gains **more bandwidth** for client development and **saves time** with OnPay

Bookkeeper Bernetta Scully is a firm believer in the power of education for her small business clients and leverages software that empowers them to manage finances more effectively.



## HOW IT ALL STARTED

# Empowering one business at a time

Working in the bookkeeping industry for years, Bernetta Scully saw firsthand that the client experience had room for improvement. The firm where she worked at the time used a one-size-fits-all approach regardless of a client's industry or business needs. Bernetta knew there had to be a better way and that cookie-cutter accounting would not help entrepreneurs master their finances.

After work, she often found herself returning to a vision of a bookkeeping firm focused on delivering personalized financial guidance for clients. When she shared this idea with her husband, he encouraged her to take the leap and start her own firm. Encouraged, the objective was clear: empower entrepreneurs with a deeper understanding of their business finances and recommendations tailored to their unique goals. From there, Administrative Business Innovations (ABI) was born.



### ABOUT THE PARTNER

## (ABI) Administrative Business Innovations

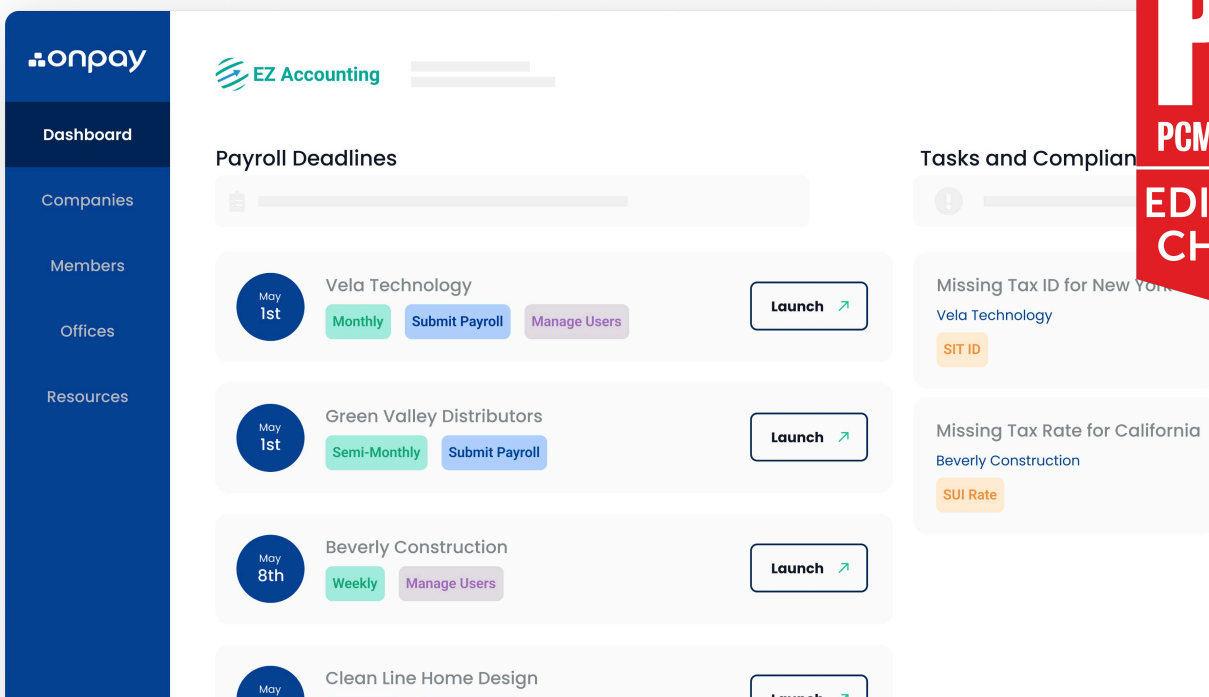
ABI offers reliable bookkeeping services along with administrative project management and financial education – helping clients in diverse industries such as construction, dive shops, restaurants, retail, and more.

**Where:** Sumas, WA

**Client count:** 10+

**Firm size:** Small bookkeeping business (4+ employees)

**Joined OnPay:** November, 2020



## GETTING THE FIRST CLIENT

# The power of referrals

Bernetta hit the ground running with a couple of clients, and referrals followed as word spread. Her client philosophy continues to pay dividends. Since launching in 2019, Bernetta has grown her firm from a solo operation to a thriving business with four employees and a client base that continues to scale. At the core of her success is a simple yet powerful framework she brings to the client experience:

*"I see myself as more of a coach or a partner – not as an advisor. We listen to our clients and find out what they need, what their goals are, and what they'd like to change, so we can come up with actionable tasks to guide them."*

## THE CHALLENGE

# Finding payroll software that checks all the boxes

In 2020, while some businesses were shrinking due to the COVID-19 pandemic, ABI was expanding, and they proactively coached clients on how to navigate the unknown. Looking to streamline their services, ABI found their payroll software needed attention. Bernetta tried working with several big-name payroll providers, but they fell short, riddled with costly tax errors and poor customer support.

Unsatisfied with their current solution, ABI needed:

- ✓ A payroll solution that handles all tax filings and payments
- ✓ An affordable, easy-to-use system with accounting integrations
- ✓ Easy-to-reach, knowledgeable customer support

## With OnPay, Administrative Business Solutions:



**Spends <15 mins on payroll**  
for each client account



Invests saved time to **focus more on nurturing client relationships**



**Collaborates on payroll and admin tasks** across the team

## THE SOLUTION

# Leveraging OnPay to simplify the payroll experience

Bernetta came across OnPay while looking for payroll software that would better suit her firm and was impressed with its user-friendly features. After giving it a try, she quickly realized that OnPay was exactly what ABI was looking for. It had everything her clients needed. The best part? It was seriously easy to use.

OnPay's dedicated Partners team set up ABI's Partner Dashboard and transitioned clients from their previous payroll software without any holdups. The two-way QuickBooks integration made data imports effortless. Flexible permissions even helped Bernetta to delegate payroll responsibilities across her ever-growing team. OnPay delivered what ABI needed: automatic tax filings, free setup and migration, detailed quarterly reporting, and more.



*We love the simplicity of OnPay. Our clients find it easy and their customer support is amazing. We love the quick, professional resolutions to immediate needs. OnPay is our favorite payroll platform."*

**Bernetta S.**  
Administrative Business Innovations

## PRESENT DAY

# Streamlined payroll and less admin headaches

Gone are the days of spending too much time on tedious payroll and admin tasks. Now, Bernetta can focus on engaging clients, empowering her community with financial know-how, and building her dream team. Thanks to ABI's partnership with OnPay, they now have a payroll solution that's built to scale with the business and caters to the evolving demands of clients. Bernetta's story is proof that there is power in finding the right path, the right tools, and the right people to support a busy bookkeeping business.

**For more information**  
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