



ARIZONA
SMALL
BUSINESS
BOOT CAMP &
COLLECTIVE



PRESTAMOS CDFI
a division of **CHICANOS POR LA CAUSA**

RESPOND → PLAN → RETURN STRONGER

Taking Your Accounting Online: A Look at 4 Online Bookkeeping Software Options for Your Business

PRESENTED BY

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For Discussion

Why Accounting/Bookkeeping is Important/How Online Systems Help

Four Online Accounting Systems

- QuickBooks Online
- FreshBooks
- Wave Financial
- Xero

The Features of Each Program

Pro's/Con's

Pricing

Q&A Session

Importance of Bookkeeping

To Understand Your Profitability or “bottom line”

To Make Sound Management Decisions

- Is your pricing correct?
- Are your expenses under control?
- Establishing Hours of Operation and Staffing

To Easily Compare Periods Against One Another

Preparation For Tax Time

To Generate Financial Documents For Loans, Grants, & Other Capital Needs

To Monitor Cash Flow

QuickBooks Online



Automate Tasks – saves time

Invoices, Bill Payments, Payment Reminders



Easily Sync Credit and Bank Accounts



High Level of Reporting Functionality



Electronic Invoicing

Create and Email Invoices (gmail)

QuickBooks Online

Integrations with hundreds of apps

Mobile Application

Easy 1099 Generation

Robust Payroll & Vendor Direct Deposits

QuickBooks Online

Disadvantages

- 30-day trial forfeits the 3 month 70% discount
- Self Employed Plan doesn't upgrade to business plans
- Robust features may be confusing to new users
- Multiple Companies Require Individual Subscriptions
- Might Have to Upgrade To Get Features You Want

QuickBooks

Simple Start:
\$25/Month, 1 User

- Income & Expenses
- Payments

Plus:
\$70/Month, 5 Users

- Manage & Pay Bills
- Time Tracking
- Inventory Tracking

Advanced:
\$150/Month, 25 Users

- Dedicated Team
- Batch Invoicing

4

+ LOGO

Craig's Design and Landscaping Services

3

2

1

Resume setup

PRIVACY

Dashboard

Banking

Sales

Expenses

Workers

Reports

Taxes

Accounting

My Accountant

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 ▼

\$7,035

LAST MONTH



\$2,666 Miscellaneous

\$940 Maintenance and ...

\$900 Rent or Lease

\$2,529 Everything else

Bank accounts

Checking

25 to review

Bank balance \$-3,621.93
In QuickBooks \$1,201.00

Updated moments ago

Savings

1 to review

Bank balance \$200.00
In QuickBooks \$800.00

Updated moments ago

Mastercard

7 to review

Bank balance \$304.96
In QuickBooks \$157.72

Updated moments ago

Visa

In QuickBooks \$0

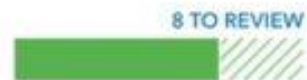
Profit and Loss

Last month ▼

-\$163

NET INCOME FOR JULY

\$6,872 INCOME



\$7,035



Sales

Last month ▼

\$6,951

LAST MONTH



FreshBooks Accounting Software



Invoicing

- Customizable with branding and drag & drop features
- Convert estimates and proposals into invoices easily
- Duplicate prior invoices
- Discount/Deposit features
- Track when clients view invoices
- Supports multiple languages

Expense Tracking

- Scan/Photo receipts and log them
- Mark expenses as billable to attach to invoices

Bank Account Connections

FreshBooks Accounting Software

Basic Project Management

Time Tracking

On Demand Training Webinars

Disadvantages

- No inventory management
- Only two templates and two font choices
- No reports on the app
- Geared towards small businesses mostly service based
- Must Utilize Gusto for Payroll

FreshBooks Accounting Software

Lite Plan: \$15/Month,
Up to 5 Clients

- Connect Bank Feeds
- Unlimited Invoices
- Track Time
- Accept Online Invoice Payments

Plus Plan: \$25/Month,
Up to 50 Clients

- Features of the Lite Plan +
- Proposals
- Automatic Payment Reminders
- Recurring Invoices
- Financial Reports

Premium Plan:
\$50/Month, Up to 500
Clients

- Features of the Plus Plan +
- Checkout Links
- Custom Email Signatures
- Track Bills, Pay Bills, and Pay Vendors
- Track Profitability

FreshBooks Accounting Software

Select Plan: 500+ clients or bill more than \$150,000 annually

- Features of the Premium Plan+
- Must request a quote from FreshBooks
- Dedicated account manager

Additional Users

- \$10/month per user
- No cost to add your accountant



Congratulations! You've received 30% off for 3 months.

[Upgrade Now](#)



FB Evaluation

Dashboard

Invite

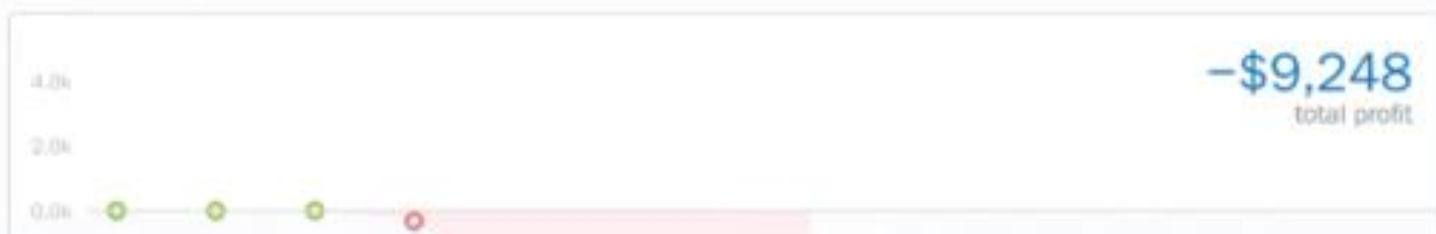
Create New ...

"Success is liking yourself, liking what you do, and liking how you do it."
— Maya Angelou

Outstanding Revenue



Total Profit



Wave Financial



Free. Completely free

Invoicing capabilities

- Recurring billing
- Automatic payment reminders
- Estimates and quotes convert to invoices

Bank Feed Connections

Expense app stores receipts

Wave Financial

Unlimited collaborators

- Partners, Employees, Accountants

Seamless switch between companies

Disadvantages

- No billable hour tracking
- Expenses cannot be attached to invoices
- No inventory or purchase order
- No depreciation capabilities
- Email only support

Turnpike Designs >

- Dashboard** 1
- Sales** 2
- Purchases** 3
- Accounting** 4
- Banking** 5
- Payroll** 6
- Reports** 7

Wave+ **NEW**

- Integrations** 8
- Settings** 9

Get paid online

Help | [Terms](#) | [Privacy](#)

Dashboard

Create a new ▾

Bank Accounts & Credit Cards

DagBank
 Last updated 1 day, 15 hours ago.
[Update now](#)

Account 111	USD \$234.78
Card **** * **** 4242	USD \$44.78

[Connect a Bank Account](#)

[View and manage all connected accounts](#)

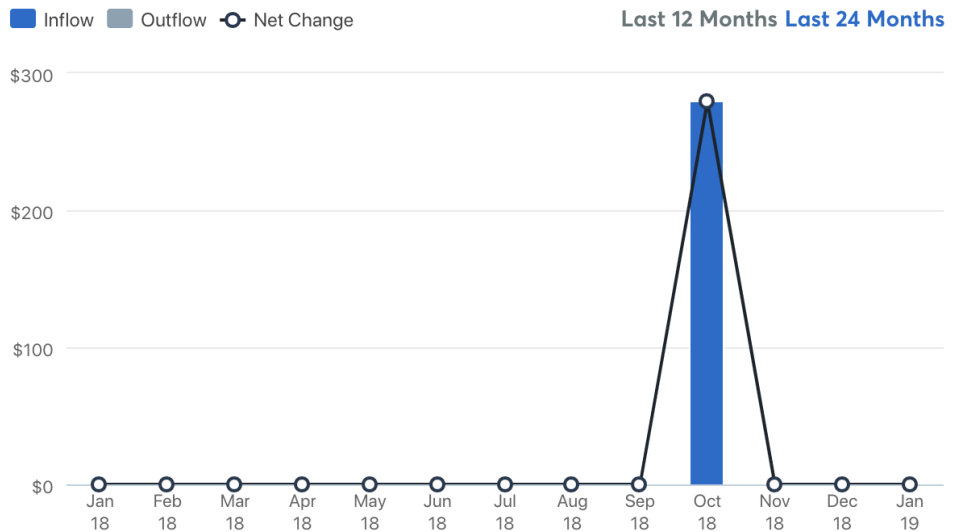
Things You Can Do

- [Add a customer](#)
- [Add a vendor](#)
- [Customize your invoices](#)
- [Invite a guest collaborator](#)

Cash Flow

Cash coming in and going out of your business.

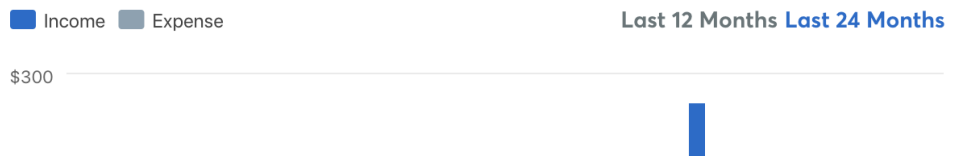
[View Report](#)



Profit & Loss

Income and expenses only (includes unpaid invoices and bills).

[View Report](#)





Invoicing

- Convert quotes & estimates to invoices
- Automatic recurring invoices

Bank Reconciliations

- Auto Import Bank & CC

Very Mobile Friendly – Mac, PC, Tablet, Smartphone

Inventory Management

- Track real time
- Identify bestselling and profitable items

Disadvantages

- Limited customization

Xero

Early Plan:
\$9/month

- 5 invoices and quotes
- 5 bills
- 20 bank transactions

Growing Plan:
\$30/month

- Unlimited invoices, bills, and bank transactions

Established Plan:
\$60/month


- Unlimited invoices, bills, and bank transactions
- Multiple Currencies
- Expense Management & Project Tracking

NOAH design services

Business Account [Manage](#)

[Reconcile 1 items](#)

Balance in Cash **4,28,544**
Bank balance **5,88,034**




01 Sep 08 Sep 15 Sep 22 Sep 29 Sep

Invoices owed to you

[New sales invoice](#)

0 Draft invoices **1,188.00**
4 Invoiced to you **5,400.00**



01 Sep 08 Sep 15 Sep 22 Sep 29 Sep

Business Savings Account [Manage](#)

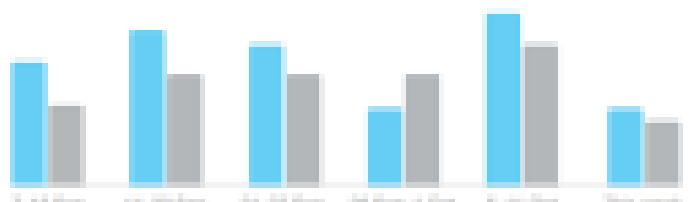
[Reconcile](#)

Bank balance **18,21,94.57**



01 Sep 08 Sep 15 Sep 22 Sep 29 Sep

Total cash in and out



01 Sep 08 Sep 15 Sep 22 Sep 29 Sep

[Expense claims](#)

[Bills you need to pay](#)

Pricing

	QuickBooks Online	FreshBooks	Wave	Xero
Free Trial	30-Days OR 50% off first 3 months	30-Days	Free	30-Days
	Self Employed - \$17	Lite Plan - \$15	Free	Early - \$9
	Simple Start - \$25	Plus Plan - \$25	Free	Growing - \$30
	Plus - \$70	Premium- \$50	Free	Established - \$60
	Advanced - \$150	Select – Call for Info		
Credit Card Processing	2.9% + \$0.25/txn	2.9% + \$0.30/txn	2.9% + \$0.30/txn	Stripe/GoCardless
Mobile App	Yes	Yes	Yes	Yes
Integrations	Hundreds	80 Apps	5	Few

Let's Discuss

What Does Your Business Need?

- Income & Expense Only
- Full Accounting Suite
- Mobile Friendly Functionality
- Payroll Functionality

How many users need access?

- Employees
- Contractors
- Accountants

Who Will Manage the Books?

Amber Cordoba

*Director of Business
Education and Consulting
Services*

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www.prestamosloans.org/ppp



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