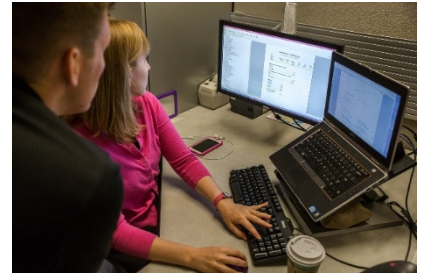


## Introducing Ascend Bookkeeping!

We know it can take a lot of effort to produce accurate and timely financials. Even with all the data, it's not always easy to determine action items based on the reports. Many people are often left asking themselves, "What are the numbers telling me? What should I continue to do?" and "What should I do differently?"

Accurate financial statements are critical to your success, and you need that information quickly in order to act on your results. So, we have introduced **Ascend Bookkeeping** to help you and your business obtain financial success.



Best System. Best Support.



### Accurate.

What we will do:

- Integrate Ascend with QuickBooks to create a gapless workflow that produces data based on true sales and cost of goods sold.
- Perform a monthly comparative analysis against Ascend data to ensure accurate reporting.
- Match all purchase order activity between Ascend and vendor invoices.
- Key vendor invoices to ensure proper accounting of inventory, freight and other goods/fees.
- Code all bank and credit card activity to appropriate accounts.
- Reconcile all bank, credit card, lines of credit, loans and other accounts monthly to verify accuracy.
- Key payroll information provided by your payroll processor.
- Ascend will become your bookkeeping solution, even able to prepare sales tax filings. We'll meet with you weekly to answer questions and catch-up on anything you might need help with.

What we won't do:

- Process payroll runs or file payroll forms - giving you freedom to handle it in-house or find an outside service that works for you.
- Provide tax advice, tax recommendations or take responsibility for any tax obligations your business may have keeping your local CPA relationship intact.

### Timely.

We will deliver your financial package within 10 days of month-end, giving you more time to worry about what really matters – your business.

### Insightful.

Each month we'll meet with you or your representative(s) for a performance recap. We'll provide the full financial package and discuss areas of strength and opportunity for your business. We will:

- Discuss your cash flow.
- Provide income statements compared to last year and budget (Monthly and YTD) and a Balance Sheet so you can see how your money comes and goes.
- Deliver a personal performance recap with insightful commentary and action items to help you manage your store and your team as necessary.

So, why us? Because we're **bookkeeping experts**. We've helped over 400 dealers integrate Ascend with QuickBooks and provided their teams with a wide variety of bookkeeper training. We're confident that we can supply you the information and assistance your business needs to thrive.

### What next?

Give us a call at **877-875-8663 to sign up** or to get more information about the program. Let Ascend Bookkeeping help you reach financial freedom today.

## Need more details?

Wondering how we're going to get it all done within 10 days of month-end? We have a plan for that and it works!

## Weekly Tasks.

Each week your bookkeeper will complete a list of tasks designed to keep your financials consistently up to date.

- **Sales/COGS/Deposits**
  - We'll import Ascend's IIF files and verify the deposits against your bank. Discrepancies are researched and corrected.
- **Bank Reconciliations**
  - Non-Ascend bank activity such as checks, auto-payments, etc. are keyed and reconciled.
- **Purchase Orders**
  - We'll collect and key invoices from vendors via multiple means (faxes, online accounts, email, Dropbox, etc.).
  - Invoices for inventory will be matched to Ascend receiving, reconciled in QuickBooks and necessary adjustments made.
  - Discrepancies will be reported back to the contact(s) as needed.
- **Bill Paying**
  - We'll review bills due and make payments in accordance with pre-determined guidelines or specific approval.
  - Payments will be made online or via eCheck. As a last resort we'll provide a list of checks for you to write and mail.
  - We'll take advantage of auto-pay wherever possible.
  - All payments will be recorded in QuickBooks with appropriately applied discounts.
- **Credit Card Reconciliations**
  - Credit card purchases will be recorded as separate entries to the appropriate balance sheet or profit and loss account.
  - Purchases of inventory will be matched to Ascend receiving, reconciled in QuickBooks and necessary adjustments made.

## Monthly Tasks.

Each month we'll deliver you the financial package including a performance recap. We'll meet with you to discuss results and provide pre-formatted reports for your own perusal or to share as you see fit. Invite anyone to attend these meetings; they're all about you!

- **Final Reconciliations**
  - All bank accounts, credit cards, loans, accounts payable balances, customer liabilities, purchase orders and inventory dollars will be reconciled.
- **Report Generation and Review**
  - Your Profit & Loss and Balance Sheet reports will be reviewed in detail for accuracy.
  - Several Ascend reports will be run to locate issues and determine additional training needs. Examples include but are not limited to the Ascend Health Checkup, Negative Inventory, and Customer Liabilities.
- **Performance Recap**
  - During the *Recap Meeting* we'll discuss the above reports including specific wins and losses. Wherever possible we'll compare to benchmarked statistics and help brainstorm ways to improve. Here are some examples:
    - Sales, Gross Profit (\$ and %), Expenses and Net Profit (\$ and %).
    - Key expenses such as Payroll, Advertising, Freight, Interest, Rebates, etc.
    - Category specific sales performance and inventory dollars in stock.
    - Performance indicators such as ATS, UPT, Add on Dollars, Conversion Rates and Work Order Turn-around time.

## What else?

- **Budgeting.** We'll help gather necessary data to build next year's budget. Once completed, we'll key that budget in both Ascend Analytics and QuickBooks and make adjustments during the year per your direction.

## What do we need from you?

We don't need much. Help us get 24/7 remote access to Ascend and QuickBooks and pass along any online logins you use. Meet with us briefly each week for a quick catch-up and monthly for your performance recap! Then, reap the benefits!