

# MOXIEBOOKKEEPING

## Description of Service Offerings

*(Revised March 2013)*

### **Welcome to Moxie**

Moxie's mission is to provide kick-ass service that helps you manage your organization with clarity so you can focus on what you do best. Our goal is to improve your financial systems so profoundly, that you won't be able to imagine ever going back to your old way.

In large organizations, there are many roles involved in financial management. We've been around for over 10 years because we know how to scale this work for the small guy, the new kid, and the ones that are afraid of numbers.

The tools we work with primarily include:

- Quickbooks Pro, Premier and Online (Mac and PC)
- Xero
- Excel (duh...)

This documents explains our complete line of service products, how they are priced and some relevant policies of our company. Discounts and monthly flat rates available for small nonprofits, low-income artists, and sole proprietors.

### **The Discovery Package**

*\$295 flat rate*

In Discovery, Moxie takes a deep dive to examine your organization, its need for financial reporting, and its current financial (and filing!) systems. We do all this so as to tailor both your books and our level of service to the unique requirements of your circumstance.

The package includes a 2.5 hour meeting with one of our managers and the delivery of a Discovery Findings document that synthesizes the evidence into a profile of your organization, what your systems need to do and what path will get us there. The next step will either be Regular Bookkeeping

(if your books are clean and systems are ready to go) or Senior Level Work (which designs and implements the systems you need and gets your data up to date).

All new clients must begin with the Discovery Package.

### **Senior Level Work**

*\$100/hour; On-site appointments have a 3 hour minimum (\$300)*

Once we have run Discovery on your organization and determined what your system requirements are, a Moxie manager will complete the design, implement the set up and get your data up to date.

Moreover, you or a staff member might require training to assume some portion of the financial management responsibilities.

Senior Level Work includes all of the following objectives

- Setting up brand new books (Set Up)
- Cleaning up old or deficient systems (Clean up)
- Conversion to a new accounting software platform
- Client training
- Supervision on A la Carte Bookkeeping service

### **Regular Bookkeeping Service**

*\$70/hour; On-site appointments last 3.5 hours (\$245)*

This is Moxie's core offering.

We love to work hard for people and organizations that are committed to having excellent books. Nothing aids excellent financial systems like consistency of service.

### *Regular Clients*

By committing to a minimum of one half-day of bookkeeping service per month, our Regular Clients are guaranteed the following:

- Scheduling priority
- Moxie maintains a Status Update document that summarizes that state of your data and status on periodic activities (e.g. Sales Tax Filing)
- Moxie maintains a bookkeeping manual of your system (and all its quirks!)

- Moxie ensures that your data is backed up and is accessible off-site
- There is quarterly review of your books by a manager (off-site)
- On-site supervision for bookkeepers is available, as needed, at no extra charge
- Moxie will facilitate communication with your accountant, as needed
- Discounted rates on CFO-level service: analysis, budget and cash flow development and tracking, advising and coaching

Regular Bookkeeping Clients are charged a \$245 retainer (or their discounted half-day rate) at the outset of each month, and any balance due will be invoiced at the end of the month.

Moxie strives to maintain accurate reporting dates within 45 days or less as a key measurement of excellent service. The ability to maintain this threshold is predicated on having sufficient work time scheduled on a regular basis. In some specific cases, Moxie may increase the minimum number of monthly appointments required to remain a Regular Client.

#### *Half-day appointments*

On-site Regular Bookkeeping appointments last for a half-day, which is 3.5 hours. While you can certainly schedule two appointments back-to-back (i.e. a full day), appointments in other increments prevent our staff bookkeepers from maximizing their schedules with up to two appointments per day. If, at the end of a 3.5-hour session, the bookkeeper offers to stay (and you accept), there is, of course, no problem. Just don't count on it! Clients and bookkeepers are encouraged, but not required to consistently meet on the same day of the week or month.

#### *Your Bookkeeper*

You are assigned a bookkeeper from our staff, who is supported by a supervisor and an account manager. The intention is that you keep the same bookkeeper perpetually, but we maintain systems so a substitute can do the work if necessary (in cases of sickness or unusual urgency). We will also make adjustments as needed to ensure well-matched personalities and skill levels. Moxie provides manager-level supervision to guarantee smooth transitions.

The bookkeeper is responsible for working with you, the client, to create and code transactions in your accounting software and in conjunction with your online banking tools.

Moreover, depending on your organization's circumstance, the bookkeeper may be tasked with the performance of a range of associated clerical tasks:

- Opening mail

- Paying bills
- Printing checks
- Running payroll
- Filing paper
- Collection calls

These will be spelled out clearly in the manual Moxie maintains for your organization.

And finally, the bookkeeper will do what it takes to prepare and produce excellent reporting:

- Reconciling to bank statements
- Reconciling clearing accounts
- Entering 'After-the-fact' payroll itemization
- Creating journal entries
- Closing the books

#### **R^4 Service:**

#### **Reconcile, Report & Review on the Regular**

*\$100/hour; On-site appointments have a 3 hour minimum (\$300)*

This service is ideal for clients that have their own staff available to create and code transactions and to handle clerical tasks, but who need supervision on a regular basis, and that want to use their data for strategic purposes.

Clients will work with a Moxie manager at least monthly to confirm that the books are ready to produce excellent reporting by:

- Reviewing questions
- Reconciling to bank statements
- Scouring reports to flush out coding errors
- Creating journal entries
- Closing the books
- As needed refinement of Chart of Accounts and classification categories

Moreover, with Moxie you will glean important management insight from that reporting and can begin to put in place next-level tools:

- Budget development
- Budget tracking

- Cash flow projections
- Presentation development for Boards and Investors

This is Moxie's fastest growing service offering, and is especially useful for clients using cloud-based accounting tools.

### **A la Carte Bookkeeping Services (for non-Regular Clients)**

*\$100/hour; On-site appointments have a 3 hour minimum (\$300)*

Some of our favorite clients don't need bookkeeping monthly and call us every other month, quarterly, or as needed to get them up to date. We strive for the same high level of excellence as we do with our Regular Clients, but require that these clients acknowledge the following caveats:

- Moxie cannot guarantee bookkeeper availability within 30 days
- Moxie has limited ability to estimate the scope, timeline and cost of catch up work
- Supervision is billed as Senior Level Work
- Moxie does not take responsibility for data backups or the maintenance of Status Update or Bookkeeping Manual documents
- Client must take ultimate responsibility for reviewing reports for clarity and accuracy
- Client must have their own financial advisory team (or be sufficiently financially literate themselves) and not rely on Moxie to project manage any regulatory compliance
- Moxie cannot guarantee resolution of all outstanding questions if the client does not have or obtain the answer themselves

### **Strategic Consulting & CFO-level Service**

*\$150/hour; \$100/hour for Regular Clients*

Once your bookkeeping systems are consistently providing timely, accurate figures about your business behavior, Moxie can help develop next-level tools to quantify your plans, evaluate your performance and see how you compare to other companies in your industry.

- Budget development
- Budget tracking
- Cash flow projections
- Presentation development for Boards and Investors
- Financial benchmarking
- Calculating and understanding financial ratios

You might want some help deciding what to do to change the numbers you are seeing that you don't like as much. Moxie draws on over a decade of small business experience to provide consulting services on a full range of "big picture" projects:

- Setting business goals
- Strategic and succession planning
- Achieving work/life balance
- Creating and implementing sales systems
- Delivering consistently excellent customer service
- Creating and evaluating marketing plans
- Database development
- Human Resources (recruitment & hiring systems, onboarding, etc.)

### **Other Services**

*Priced accordingly...*

### **1099 Service**

Moxie can support the annual preparation of 1099 reporting for its Regular Clients

### **Audit Preparations**

Moxie can help prepare your non-profit organization for its annual audit or a forensic audit by a government agency.

### **Clerical and Data Entry Services**

When the client has a major one-off data entry project or maintains a controller-level staff role but needs regular bookkeeping, we will supply clerical and data entry services alone at discounted rates. Please inquire with the Moxie Office if you believe your organization is positioned for such a service. These services have the same caveats as our a la carte service.