

ABOUT OUR COMPANY

Your company's growth, profitability and long-term survival depend on timely and sound business decisions. That's why By The Book Accounting has been dedicated to the success of small businesses and non-profit organizations since 2001. We nurture our relationship with our clients based on mutual trust and genuine concern. Our integrity means we never compromise our principles. We are committed to providing the quality services that your business needs and deserves.

We combine experience, education, critical thinking and proven management skills to assist clients in making confident decisions to improve operational performance.

WHY WE'RE DIFFERENT

At BTB, we want to know about your business and your goals for it. Why? Because that helps us understand our role in helping you achieve that goal. To us, you're a client whose relationship we value and want to help nurture. We educate you about the accounting and tax issues unique to your situation to ensure that you make well-advised decisions. We take the time to listen to you. When you call, we respond.

In addition, we offer our clients the following benefits:

- Free Monthly Newsletter
- Free Monthly Lunch & Learn Seminars with widely recognized experts
- Email Support
- Evening and Saturday appointments
- Free Electronic Filings
- Annual Client Appreciation picnic
- Referral Program

BY THE BOOK ACCOUNTING, INC.

2330 Scenic Highway Ste. 304
Snellville, GA 30078
(678) 608-2775
(404) 420-2861(fax)

info@bythebookaccounting.com
www.bythebookaccounting.com

FREE INITIAL CONSULTATION

Find out firsthand how we can help your business or organization. Call us today to schedule your free 30-minute business consultation.

BY THE BOOK ACCOUNTING, INC.

A place where relationships are made.



AN OVERVIEW OF SERVICES:

BOOKKEEPING

On-site services available

- o Billed at hourly rate
- o Done at your office
- o Receivables & Payable Management
- o Reconciliation
- o Tax Planning & Business Consultation
- o Customized to meet your specific needs

QUICKBOOKS SET-UP & TRAINING

One-on-One training

- o One hour business consultation (prior to training)
- o Two hours of hands-on training (at your office or ours)
- o 30 days of email/follow-up support
- o "Buddy Pass" Option (Allows you to attend one additional training class on a space available basis at no cost)

Classroom Training

- o 5 hours of classroom style training
- o Price includes lunch
- o 30 days of support following the training

TAX PREPARATION

- Individual, Partnership & Corporations
- Drop-off (or mail-in) service available
- Free electronic filing

SMALL BUSINESS WORKSHOPS & TELECLASSES

- By The Book, Out of Business or Behind Bars: A Small Business Accounting Class for Non-Accountants
- When Cash Is Slow: How to Survive Without A Profit
- Taxes Is Not a Four-Letter Word: Learn Tax Strategies From A Pro
- Why Businesses Fail and How Yours Can Succeed
- And many more

ABOUT OUR PRESIDENT



**Bernadette M. Johnson,
MBA**

No one recommends a bad movie or a dirty restaurant. The same holds true for accountants. Since 2001, more than 90% of my clients have been referred to me by their friends, family and associates. I guess that means I'm doing something right!

WHY I LOVE ACCOUNTING SO MUCH

I've always loved numbers and I enjoy in-depth analysis. And, I like that with accounting, there's generally only one answer. And, even though I do have a creative flair, in my industry, too much creativity can send you to jail.

HOW THAT HELPS YOU

Since I truly love what I do, it's easy for me to give my clients heartfelt advice. My ultimate desire in life is "to keep small business in business." Many times when businesses fail, it's not because they don't know how to do what they do. Often, it's because of financial reasons. I work closely with my clients to ensure that they first have a destination in mind and a way to get there.

MY EXPERTISE

Before launching By The Book Accounting, I worked at public and private organizations to increase profitability and financial accuracy. My experience includes supervising large and small accounting departments with extensive expertise in managing payables and receivables, cost accounting, corporate and individual tax preparation and fiscal management strategies. Among my most notable achievements is

spearheading the restructuring of a major county government accounts payable department resulting in the diversion of a potential \$8.5 million dollar loss.

MY CREDENTIALS

I hold an MBA from the Keller Graduate School of Management and a BS in Accounting (with honors) from Cheyney University in Pennsylvania.

I am also a QuickBooks Training specialist and serve as an adjunct Accounting Professor at Chattahoochee Technical College.

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