



Bookkeeper Subscription

Simplifying your financial management - we've got this!

You're savvy enough to know you need to get this accounting stuff in order but you're not quite at the stage where you need all the singing and the dancing right now...that's where our Bookkeeper package comes in!

Which package is right for you?

Tier 1	Tier 2	Tier 3
\$199 / month	\$349 / month	\$499 / month
Up to 75 transactions per month	Up to 150 transactions per month	Up to 250 transactions per month
Up to 4 bank and credit card accounts	Up to 4 bank and credit card accounts	Up to 4 bank and credit card accounts

Every package includes:

- Monthly categorization and reconciliation of your bank and credit card transactions
- Monthly Reporting: Profit and Loss and Balance Sheet (Cash basis)
- Email support for questions regarding your books*

*Email support is for simple questions, i.e. clarification questions related to your books - for more strategic advice or in-depth guidance, you'll want our monthly meeting add-on :)

What's not included in the cash accounting packages (because we like to be clear!)

- Accrual accounting
- Payroll
- Accounts Payable (bill management and payment)
- Accounts Receivable (Invoice creation and submission)
- Inventory / inventory management
- Meetings and advisory
- The ownership (and therefore cost) of your accounting software subscriptions, e.g. Quickbooks or Xero, Bill.com, etc

Our charges are structured in the following way:

1. One Time Setup Fee

- There is a one time only setup fee equivalent to the monthly subscription.

2. Monthly Subscription

- This is payable monthly in advance and comes straight from your bank account - easy!

3. Monthly Add-Ons

- The base price captures the needs of most companies, however, if you require more services, these are captured in our add-ons above OR you can upgrade to one of our full-service options.

4. One-off Projects

- Sometimes you'll need a little something extra. Perhaps some business model analysis, a financial model, a valuation or help raising capital.
- Please contact hello@simplestartup.com for a proposal.

Quick and Simple Terms:

1. The subscription is payable monthly in advance via ACH (which comes directly from your bank account, no need to think about it)
2. Your package may move up or down automatically each quarter based on average transaction totals over the previous quarter.
3. If for whatever reason you decide to leave us (don't go!) we require advance notice so we have time to wrap everything up for you and try to find someone equally awesome to replace you (impossible). The notice period ranges from 30-60 days from the start of the month and is dependent on your most recent Tier level (find this on your most recent invoice). For example, if you are in the Simple Tier and you cancel April 15th, we would close books for both April and May as we don't want to leave you in the lurch halfway through a month so you would be charged for May as well. Full notice period requirements and additional information on our offboarding process & fees detailed in our terms.

[Our full and up-to-date Terms and Conditions of Engagement always live here.](#)

We require your agreement to these terms before the start of our engagement, and we highly encourage your periodic review of these terms. We send out our terms quarterly as a reminder and periodically if/when we make changes that require your agreement :)

FAQs

What is the difference between cash and accrual accounting?

With cash accounting, the movement of cash dictates when revenue and expenses are recorded.

With Accrual Accounting, revenue and expenses are recorded when they are earned. The following are examples of cash vs accrual accounting:

1. Receivables and payables
 - a. This is simply a fancy way of describing the amount of money your customers owe you and the amount of money you owe your vendors. Invoice and bill management are not cash accounting. They are part of accrual accounting. Under cash accounting revenue is recorded when you receive cash from your customer despite the fact that it is for payment of services performed months earlier. The same goes with recording expenses - under cash accounting, you record the expense of a particular bill when the cash leaves your bank account rather than when the service was performed.
2. Insurance
 - a. Under cash accounting, if you paid for insurance in January for the whole year and it cost you \$12,000 and you had income of \$5,000 in that month, your income statement would show you having a \$7,000 loss i.e. an unsuccessful month. However, the reality is you are paying for the insurance upfront for the year ahead and therefore you should show this expense equally each month for the entire year. Therefore, under accrual accounting you will show the cost of the insurance as \$1,000 a month over the year, making the profit on your January income statement \$4,000.

Under the accrual accounting scenarios above, there is considerably more knowledge and time involved in your accounting as each period would need to record the correct allocation of expenses and revenues. Cash accounting requires less accounting time and hence is a more affordable service.

How will this affect my reporting?

Accrual accounting gives you a better understanding of what is happening in your business as it allows you to see a more accurate view of your income statement from which you can determine a better financial picture and hence strategic insight.

Cash accounting reporting may provide a more volatile picture (sales may look extremely high in one month but this could be simply because one customer has paid all its invoices). You cannot (without additional analysis) see true revenue with cash accounting.

How do I know if cash accounting or accrual accounting is right for me?

For many small businesses, cash accounting works excellently as a simple way to keep track of your finances. Cash accounting may not be right for larger businesses that need the most accurate picture long-term or for companies looking to raise investment in the near future, who thus need to be able to accurately predict out your business' finances to investors.

The IRS requires businesses to use the accrual method of accounting when they have sales totaling over \$5 million per year, or when they must keep an inventory of merchandise to sell to consumers.

Why is your cash accounting so much cheaper than your accrual accounting services?

Our cash accounting service is performed primarily by our dedicated support team in India (check out some of their bios on our [Who We Are](#) page). This allows us to keep our cost low to you while maintaining excellent service. Our accrual accounting is, by virtue of its service, a considerably more in-depth offering. It includes monthly meetings, support from our domestic team of bookkeepers to CPAs, inventory management, payroll support, invoicing and bill pay, etc. - in short, it's got all the bells and whistles that our cash accounting clients don't yet need.

What is included in the setup fee?

When we onboard you, we set you up in all our systems, set up your accounting system and the supporting structures to back it up (including linking your bank and credit card accounts, setting your Chart of Accounts, and setting you up with our Advanced Reporting), as well as getting to know your business and understand your numbers. The first month always involves more of our time because we are getting to know you and setting everything up. This is why we charge a setup fee :)

Is there any work required of me during onboarding?

Unfortunately, the answer is yes. While we wish we could just run free and handle everything with zero input from you, there are some things we'll need to pick your brain on. To cut down on the amount of work required of you throughout service, we request a little more of you during the first month of setup. We require you to fill out a Master Customer and Vendor list so that we can cut down on the number of uncategorized transactions we need help on throughout our service to you. We require you to fill out a couple of forms related to system access and the provision of documents related to our accounting service to you, and will ask for your approval on your Chart of Accounts if we're setting it up for you. We also may require your assistance when syncing up banks, payroll systems, etc to your accounting platform as often our access level will not allow for us to do it ourselves.

What about throughout service?

Yes, but much more limited. We'll send you an uncategorized transactions sheet twice per month which we'll need you to check and help us out with to close your books. There may be ad-hoc questions here and there, but by and large, it will be smooth sailing once we've set you up.

What counts as a transaction?

We determine transactions as anything listed on the Transaction by Date report in Quickbooks and the Detailed Account Transaction Report in Xero.

If you do not yet have Quickbooks or Xero set up, we'll ask for CSV's of your business' bank and credit card activity from the previous quarter to get the most accurate gauge.

Will I automatically be moved into the next tier if my transactions go over the bucket limits?

We review your package on a quarterly basis and take the average number of transactions over the previous quarter to which package you fall into. That way, if you go over one month, you won't automatically be bumped into a new package. If, on average, your transactions in a quarter place you in a higher or lower tier, your price will move up or down accordingly for the quarter.

What kind of questions are included in your email support?

Questions included in our email support are questions directly related to your books and the information reported in them: so, about the categorization of your income and expenses and the totals on your P&L / Balance Sheet.

For example, if you think your spending under Meals and Entertainment looks high for one month and you are wondering why, you could ask us. Or, if we placed a transaction under Office Supplies but you would've thought it would go somewhere else, you can ask us. Questions that move beyond the categorization of your transactions or the final totals on your P&L and Balance Sheet, or which are strategic in nature / would require outside research or strategic thought/advice, or which take longer than 5 minutes to answer are not included in your monthly subscription price and will be charged on an hourly basis. We will always let you know if a question you are asking is not included in the cost of your subscription and thus will be charged to answer.

What if I need more support?

Careful thought has gone into ensuring our Cash Accounting subscription service is affordable. We'd love to work with you to offer you as much support as you need for an additional cost. If you find yourself needing more, please reach out to us and we'll set up some time to talk through our additional offerings :)

Do you work with me to create a customized Chart of Accounts?

We have standard Chart of Accounts that we use to structure your accounting. We will choose the best fit for your company and let you know during onboarding. They are AWESOME because they've got everything you need and are built to allow your company to scale.