

We will shed light on your accounting needs.

(714) key-8-key

(714) key-8535 fax

www.business-keepers.com

(4/11/1895 Anaheim completes it's new electric light system)

Mar"key"t place

As we discussed in last month's issue, your company name is very important. It says volumes about your business integrity, image, and longevity. If it is too generic, people will easily forget the name; (so much for longevity). Would you remember something like Acme Company? In fact, with that name you don't even know what kind of business it is.

First rule of thumb: Make sure what you are selling or servicing is IN the name.

Acme Painting: Still a boring name but at least you know what they do.

Second rule: Don't use a name that is common and generic.

Unless your industry dictates it, avoid using your own name. Law firms usual use the partners' names. That's fine for that industry. However, Bart Reyes Car Wash doesn't sound sparkling and clean.

Next month we'll discuss how.

Q&A

Client: How can I trust my employees to have integrity?

bkc: Start with the screening process before you hire them. Besides interviewing them and checking past employment, run a background check. However, be careful; you have to the applicant's consent up front and in writing letting them know you are running the check.

Business-keepers Consulting

turns books into art form.



(4/23/1904 American Academy of Arts & Letters forms)

Your company records are a critical part of your business. Thus we want to continue stressing the importance of keeping tight reins on the records and a tighter reign on the employees who have access to such records. Here are some additional precautions you should take to maintain your records integrity:

- If possibly, you, as owner, should be the only check signer.
- Consider setting up a separate account for payroll only. This way you can closely monitor the activity. Again, don't allow anyone to open the bank statements except for you or your outside accounting service.
- Understand your own accounting system, including the software, such as Quickbooks. If you depend on your staff too much, you won't know how to find their errors/"errors."
- Have an outside accounting service review your records on a regular basis throughout the year to "catch" problems before they accumulate. We'll have a few more tips for you next month.
- Make sure filing is done on a timely basis. You should be able to find receipts quickly to substantiate questionable expenditures. Maintain a healthy, but clear rank with your employees.

KEEPING LEDGER

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Whatever is True

Quote

Finally, whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable—if anything is excellent or praiseworthy—think about such things.
—Phil 4:8

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Calendar

Sunday, April 3rd
Daylight Savings Time (set clocks
ahead one hour on Sat.)
Friday, April 22nd
Earth Day
Wednesday, April 27th
Administrator Professionals
(Secretary's) Day