

## Home sweet HOA

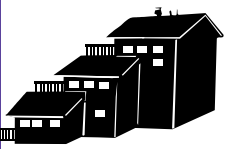
Community living has its challenges. Having easy to read financial statements can help the board communicate well with the members of the HOA. Also consider adding this detail and other important things to a monthly newsletter. Here are more suggestions:

- Explain certain line items on the budget. Instead of the community just seeing an item marked "Landscape," list what that entails. How many times is the lawn being mowed, does it include trash removal, sprinkler repairs, and flower planting?

- Now that summer is coming, discuss the insect issues that warm weather brings. Mosquitoes like pools of water and bees are busy pollinating on bountiful flowers. Give residents notice if insect control is part of the budget and what to expect.

- In the U.S. there are approximately 73 million dogs that dump 6.3 billion pounds of poop a year. Of that about 40% are never picked up. Dog poop can lead to disease and contamination. Newsletters are a perfect venue to discuss these facts and how best to serve your dog-loving neighbors as well as tend to the upkeep of a healthy, aesthetically pleasing community.

More newsletter ideas next month.



## Quote

"Your house and your kingdom will endure forever before me; your thrown will be established for ever."  
Nathan reported to David all the words of this [God's] entire revelation.  
— 2 Samuel 7:16-17

## Q&A

**Client:** Do I need to update my Quick-books?

**BKC:** Intuit (makers of QB) defaults the software to download updates regularly. However, we discourage these kinds of updates; they serve no purpose to clients. The software is overhauled every year, for example QB Pro 2010, 2011 and these we consider a real update. We encourage clients to buy the software every few years. 2011 is a nice version.



# KEEPING LEDGER

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## BUSINESS-KEEPERS CONSULTING

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## ACCOUNT-ABLE

Entrepreneurs tend to look at their business in 6 month intervals. The "first half of the year" and the "last half of the year." This doesn't allow enough time to survive crises (losing a lease), or slow economic downturns that take 2-4 years to get through.

Numbers tell us that just getting through the next six months doesn't mean a business can sustain; in fact a lot of times it takes 2-3 years to bleed to death because owners are focusing on 6 month intervals and don't realize their business is really hemorrhaging underneath the surface. Here are signs to look for to see if your business is hemorrhaging (in no particular order):

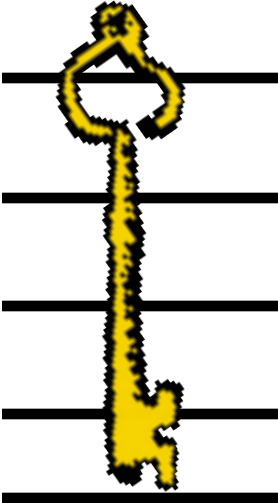
- Very little, if any profit
- Debt that can't be paid for within 12 months (cycled through, of course)
- Negative bank balance (sign of this is NSF fees at least once a month)
- Owner working many hours but taking close to nothing (money) home
- Owner getting sick (literally)
- Lease problems (this is a consistent sign that trouble is brewing in any company)
- Owner can't pay personal bills
- Owner living off of credit cards (lines



## Calendar

Sunday, April 17th  
*Palm Sunday*  
Monday, April 18th  
*Passover*  
Friday, April 22nd  
*Good Friday (some observed)*  
Sunday, April 24th  
Easter

# The Sound of Business... (ACCOUNT-ABLE continued)



- of credit, hocking their house, etc)
- Business is in a highly competitive industry and is not competing well
  - Business doesn't have a new "market" to crack open for a new revenue stream to pay off the back debt issues. This leads to being undercapitalized and thus the new market idea never gets fully realized and debt racks up more because of the undercapitalized attempt.
  - Can't make payroll without excessive probing
  - Strains/fights between partners (if there are partners)
  - "Floating" payments to vendors. This means you are writing the check and mailing it to the vendor before you have the money in the bank to cover the check. You are hoping you get paid by your customer and deposit the money before your checks clear. This forms an unhealthy cycle.
- Stop the hemorrhaging now by taking a hard, good, long look at your accounting reports and making 2-3, and 3-5 year plans now.



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We have a blog post on Tuesday and Friday of every week!  
[www.business-keepers.com/blog](http://www.business-keepers.com/blog)

## Important Websites:

- <http://www.irs.gov>
- <http://caioc.org>
- <http://edd.ca.gov>
- <http://boe.ca.gov>
- <http://www.katchtheday.com>
- <http://www.business-keepers.com/blog>
- <http://www.getty.edu>

**Jesus is the  
reason for the  
Easter season!**

## Katch the Day



April is a perfect time to take in some art in an aesthetically pleasing way. The Getty Villa in Malibu offers that through its beautiful museum and gardens. We specifically went to enjoy the new exhibit, *In Search of Biblical Lands: From Jerusalem to Jordan in 19th Century Photography*. According to the pictures and the co-curator Kathleen Stewart who gave a lecture on this exhibit, the 1000s of tourists that came to visit this historical city were dismayed and disappointed. They expected to see the city in some form of comfort and glory, not in the rubble and degeneration they found it in. To be fair, tourists were led to believe these ideals because of the photographs that were taken by professionals that promoted the city as a magnificent tourist attraction.

We warn our readers not to see this exhibit with the expectation of learning more about the Holy Land, but to learn about the interpretation, through photography, of what the city was like in the 1800s. The exhibit runs through September 2011.

The Villa is modeled after the Villa dei Papiri, a Roman country house in Herculaneum buried by the Mount Vesuvius eruption in 79AD. You get a glimpse (through walking on the mosaic floors, through walking in the gardens, and enjoying all the various art throughout) just how the Romans lived.

The Getty Villa, not to be confused with the Getty Museum in LA (both run by the Getty Trust) is free to the public. However, parking is \$15 per vehicle. There is an excellent café!

**SEIZE THE BIBLE LAND DAYS AND LEAVE THE BUSINESS-KEEPING TO US!**

