

Mar"key"t place

In order to have a competitive edge you need to walk a straight talk. We read in a newspaper article a while ago that Alan Greenspan, the Federal Reserve Chief, though empowered with much information, plays it safe with his own investments. According to the OC Register article, Greenspan keeps all of his holdings in money-market accounts and Treasury securities, which are considered the world's safest investments. Greenspan avoids any appearance of conflict



that might be raised by stock holdings in individual companies. In other words, Greenspan keeps his nose, and

his business, clean.

There may be times where you can save a pinch here and there, and maybe your customer won't find out, but you will know, and perhaps so will your employees. Be careful because you don't want to be in conflict with your customer's best interest. Keep your business intentions clean and honest. It's not worth saving a buck if it means losing a client's trust. Stick to the ethics of your professional trade, even if your competition is bending every rule in the book. The good customers who appreciate your honesty will float to the top and give you repeat business. Next month we'll elaborate more on this subject of walking the talk.

Quote

Enter His gates with thanksgiving and His courts with praise; give thanks to Him and praise His name.

—Psalm 100:4

Q&A

Client: Should I have a retirement plan?

bkc: Yes. There are several plans from which to chose depending on your company's tax status as a S-Corp, C Corp, or Sole Proprietor. It also depends on your available cash flow and profitability.



There is still time to set up a retirement plan before the year ends. If you are interested, please contact us for a retirement plan contact referral.

KEEPING LEDGER

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ACCOUNT-ABLE

Manual accounting can be easy to maintain for a small company, as we have discussed in prior issues. However, with growth and volume it becomes necessary to centralize your information into an accounting software such as Quickbooks Pro (QB).

QB is a fairly reasonably priced program (about \$300) considering all of it's capabilities.

Let's start with the basic features of QB: checkbook maintenance. This includes entering checks and deposits to provide you with an accurate checkbook balance.

In order to have an accurate starting point, we will have to "plug" into Quickbooks the beginning balance of the period for which you want to start your computerized accounting. The "plug" will be entering as a "Deposit" into QB, assuming you have a positive checkbook balance when you start using QB. Let us

say, for simplicity, that we are going to start with November 1st. The tendency is to enter the ending bank balance for October 31st from your statement, and use this as your "deposit" into QB for your beginning balance for November 1st. However, that bank statement balance does not factor in checks that have not cleared the bank yet, nor deposits that are in transit.

Next month: How to do a manual reconciliation to the bank in order to create an accurate beginning balance in Quickbooks Pro.



Calendar

Friday, November 11th
Veteran's Day (observed)
Thursday, November 24th
Thanksgiving Day (observed and sometimes Friday as well)