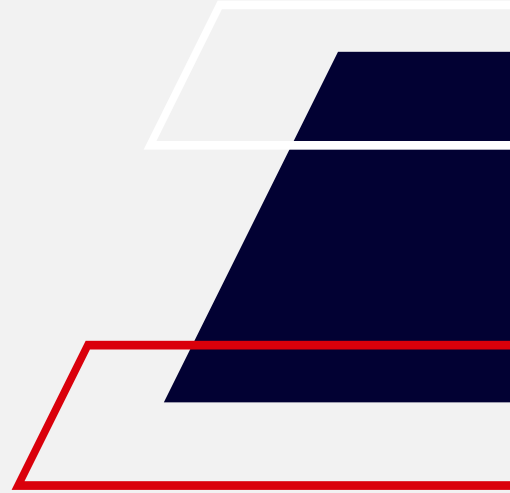




HOW VICK ACCOUNTING UNLOCKED GROWTH AND TRANSFORMATION WITH ADP



Vick Accounting & Tax Service LLC, a professional accounting firm based in Leeds, Alabama, partnered with ADP to help support long term growth while freeing the team to focus on higher value advisory services. For CEO Jay Vick, the decision to partner with ADP was significant. What began as a strategic shift quickly became one of the most impactful changes the firm had ever made.

BUSINESS CHALLENGES

➔ Payroll administration and regulatory filings were consuming the staff's time, limiting their bandwidth.

➔ Moving away from managing payroll in-house meant giving up a meaningful source of revenue.

➔ Existing payroll processes made it difficult to efficiently support larger, more complex clients, creating scaling constraints.



Company: Vick Accounting & Tax Service LLC

Industry: Financial services

Employees: 6

Headquarters: Leeds, Alabama

ADP Products: RUN Powered by ADP®

Interviewee: Jay Vick, CEO, Founder





The partnership with ADP allowed Jay and the team to reclaim time, focus on the work that matters most, and grow with confidence. The firm was able to move beyond the limits of managing payroll on its own by outsourcing clients' payroll to ADP, which gives them more bandwidth to take on strategic work for larger clients, ultimately helping them expand and grow.

A DIFFICULT DECISION THAT OPENED NEW POSSIBILITIES

When Jay began evaluating whether to shift payroll to ADP, he knew the decision carried real weight. Payroll had long been a steady part of the firm's business and income. Stepping away from it wasn't something CEO Jay Vick took lightly. "We had always managed our clients' payrolls on Intuit QuickBooks Desktop, but this process required manual quarterly tax submissions, and the product was becoming more and more buggy and unreliable," says Jay. "I knew we needed to look for an alternative."

A BOUNCED PAYROLL — THE LAST STRAW

While they were looking at other options for payroll, Jay had one client experience a payroll nightmare. Their bank did not transfer funds in time for payroll, causing the payroll payment to be returned. Even though this was no fault of Jay's team or the client, Intuit QuickBooks Payroll immediately revoked the client's ability to use direct deposits.

After days of phone calls that were getting nowhere, Jay reached a payroll representative at QuickBooks who told him there was no appeal process for his client and they would forever be banned from direct deposit. This was the moment Jay remembered an ADP sales representative who had been visiting them for two years. She believed in ADP, and Jay knew it was time to give her a call.

TECHNOLOGY AND CONFIDENCE IN THE PARTNERSHIP

"The ADP representative came out to our office the very next day," says Jay. "She was able to get our client's payroll set up and ready within a week, and she stayed in person to ensure that first payroll ran smoothly." This type of personal touch is what Jay believes sets ADP apart. "The process showed me how much better ADP's product is compared to Intuit's."

Moving that one client onto ADP was just the first step. Now Jay and his team manage most of their clients' payrolls with ADP, and the confidence they have in knowing things are going to get done right allows them to focus on growth and advisory services rather than getting lost in the administrative weeds of manual payroll tasks and fixing things that have gone wrong.

"Partnering with ADP truly created the catalyst my company needed to transition from a small firm to a mid-size firm."

— Jay Vick
CEO, Vick Accounting &
Tax Service LLC



57%

Not only did Jay make back the earnings from transferring payroll over to ADP, he brought in another \$40,000 in that first year, marking a 57% increase.

EXPECTATIONS RESET BY REAL RESULTS

The financial impact of the partnership exceeded expectations. While Jay initially expected it would take two years to replace the payroll revenue they used to make with their clients using Intuit, the results came much faster. "Not only did we make up the entire amount in one year, but we actually exceeded it by \$40,000." This growth was driven by the firm's ability to expand services, pursue larger clients and operate more efficiently. What started as a cautious decision driven by problems became one of the most meaningful financial turning points in the firm's history.

A PARTNERSHIP TO FUEL LASTING GROWTH

Beyond revenue and efficiency, the partnership with ADP helped position Jay and the team for sustained growth. With added stability, the firm was able to invest in more staff, pursue larger opportunities and build a broader network through referrals. "Our clients deserve better," says Jay, "and now we can give them that with ADP." Jay views the relationship with ADP as more than just a service arrangement. "My relationship with ADP is truly a partnership that benefits both parties. ADP has been just as loyal to our firm as we have been to them. They have been a constant source for new clients."

A CATALYST FOR THE FIRM'S NEXT CHAPTER

That partnership continues to support the firm's evolution as the team grows with greater confidence and intention. Looking back on the decision, Jay views the partnership with ADP as one that helped reshape his business's future. "I know ADP is happy we gave them a chance and didn't close the door on them, but we are equally happy and thankful that they continued to pursue our firm and did not give up on us." As Jay and his team plan for future growth, they're glad to have ADP in their corner, giving them the bandwidth to continue confidently pursuing growth.