CLIENT CASE STUDY

Persone

How LedgerLync got the books off a Tampa founder's plate

LEDGERLYNC™

CLIENT	INDUSTRY	LOCATION	SERVICE
Persone	Employer solutions, PEO brokerage, insurance	Tampa, Florida	Accounting Works™

WHO IS PERSONE?

www.persone.us

Persone is a Tampa-based employer solutions firm founded by Brian Urso. The company helps business owners manage HR, payroll, benefits, and compliance across three lines: PEO brokerage, an insurance agency, and staffing solutions.

Brian grew up in a family rooted in the PEO industry and spent his career on the employer-services side, including time at a national employer resources firm that grew from 60,000 to more than one million worksite employees. He founded Persone to deliver the personalized, flexible support he felt larger firms were not built to provide.

Which makes what follows a familiar story. Persone spends its days bringing order to other companies' back offices. The one back office still sitting on someone's desk was its own.

LIFE BEFORE LEDGERLYNC

Brian was doing the books himself. For a founder building a company, bookkeeping is the task that gets pushed to the end of the day, then the end of the week, then the end of the month. Not because it does not matter, but because there is always something more urgent in front of it.

The real cost was not the hours. It was the attention. And the questions a good monthly close should surface, the ones that catch small problems before they get expensive, were not getting asked, because nobody was there to ask them.

> *"Before LedgerLync, the books were just another thing on my plate as a founder. Now I know it's handled, on time, every time, and they always ask the right questions to keep things clean. The biggest change is that I'm simply not thinking about the books anymore, and at their price point, it's one of the easiest decisions I've made running Persone."*
>
> **Brian Urso, Founder, Persone**

LIFE AFTER LEDGERLYNC

LedgerLync took the books off Brian's plate through Accounting Works™, our outsourced accounting service. Four things changed:

- **The books stay current.** Monthly close happens on schedule instead of becoming a scramble at quarter end or tax time.
- **Someone asks the right questions.** LedgerLync flags what needs a decision while it is still small, rather than surfacing it months later.
- **Founder attention goes back to the business.** Brian is not thinking about the books at all now, which is the whole point.
- **The price fits a growing company.** Priced for a business still scaling, not for an enterprise finance department.

Accounting Works™ covers day-to-day bookkeeping, AP and AR, monthly close, cash flow reporting, and clean handoff to your tax preparer.

"If you're a founder still doing your own bookkeeping, stop, and call LedgerLync. They keep everything on track, ask the questions you didn't know you needed to answer, and do it at a price point that makes sense for a growing business. I stay focused on building Persone because they've got the back office covered."

Brian Urso, Founder, Persone

Ready to get the books off your desk? ledgerlync.com