

# Finding Balance

**Like many parents, Francoise Wilson yearned to find a way to combine her personal obligations with a return to the accounting world.**

Francoise's family commitments meant that a regular, full-time position would not fit well. "I didn't want to give up anything," Francoise recalls, "The school events, the kids' games, volunteering. I wanted time to do all that and work too."

Francoise, previously an auditor with Coopers & Lybrand and a 1993 Baltimore-to-Pittsburgh transplant, had heard that Bookminders was offering opportunities for accountants that wanted to work part-time. She joined the company in 2005. "With the ability to work primarily from home, my personal life and business commitments were balanced. As my children grew and I had more time, I took on more clients. I was

able to easily adjust my workload. Over time, I experienced a gradual evolution of growth in both clients and responsibilities."

Once Francoise's children went to college, she accepted a full-time management position. "As a Client Relations Manager, I coached others through the process of integrating personal and professional responsibilities."

In 2017, the long-awaited opportunity to transfer home to Maryland arose at her husband's company. Bookminders decided that rather than see a valuable employee leave, they would open an office in the Eastern Maryland market, with Francoise at its helm. As the CRM for this market, Francoise enjoys the structured flexibility she has come to expect from Bookminders, as well as the opportunity to positively impact the company's small business and nonprofit clients.

Francoise is glad to be home, extending optimal work-life balance to accountants in the Baltimore-Annapolis area. "I raised my family without missing anything and I had a job I loved. I've been able to move back home and stay with Bookminders. My work-life balance is ideal. The best part is, now I get to help others in this region achieve it too."

## Why Clients Use BOOKMINDERS

- Increase mission focus
- Implement efficient processes
- Address complex requirements
- Minimize accounting costs
- Improve financial controls
- Eliminate turnover disruptions

## Why CPA Firms Refer BOOKMINDERS

- Maintain independence
- Increase profitability
- Assure service timelines
- Focus on high value services
- Improve engagement efficiency
- Eliminate cleanup work

## About BOOKMINDERS

*For more than 30 years, Bookminders has provided timely, accurate and cost-effective bookkeeping for nonprofits and small businesses. Its unique approach affords work-life balance to a staff of 80+ degreed accountants, while providing access to highly skilled professionals clients otherwise couldn't afford.*

## About Francoise

*Francoise Wilson, a graduate of the University of Baltimore, is the Client Relations Manager for Bookminders Eastern Maryland. The Treasurer for the Annapolis Rowing Club and a Meals on Wheels volunteer, Francoise is currently enrolled in the Master Naturalist program through UMD.*

Francoise Wilson, Client Relations Manager