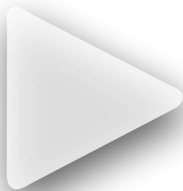


Bookminders Appears on KXAN Studio 512

Bookminders' Director of Business Development, Pamela Hartigan, joined NBC-KXAN Studio 512 Co-Host Rosie Newberry to talk about the company and the choice to enter the Austin market.

Bookminders Comes To Austin



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When asked to describe Bookminders and [our services](#), Pam replied,

"Bookminders is an outsourced accounting service. We employ degreed accountants with a minimum of five years of expertise to do the work. We provide complete service where we do everything for clients including paying bills, preparing invoices, reconciling balance sheet accounts at month-end, and providing detailed reports. We also send a [complete comprehensive package](#) to the client's CPA so they can do the

taxes/audit. We fully resource all of our locations. There's at least one Client Relations Manager for every office whom both staff and clients can connect with. Our internal operations and IT staff ensure Bookminder's Cloud-based environment operates smoothly with practically no downtime."

Pam detailed Bookminders' client mix and emphasized that our nonprofit clients have complex accounting needs: "These firms do not want to manage the accounting process or the human resources involved with staff. With Bookminders, they receive a streamlined accounting process, financial controls, and quality assurance at a cost savings of hiring a part to a full-time employee. Clients are able to focus on growth while having access to highly skilled professionals."

Rosie asked Pam how Bookminders finds its clients, to which Pam explained, "we don't – our clients find us! Bookminders doesn't solicit work, we make connections with CPA firms and they refer us to their clients. It's a great partnership because we do not do taxes or audits, but the work that we do for our clients streamlines that process for the CPAs that do. By maintaining the highest standards and excellent service quality, we also get lots of referrals from our existing clients."

When asked how Bookminders selected Austin as the latest office location, Pam stated: "This is Bookminders' fifth office. We started out in Pittsburgh over 30 years ago and have grown organically since. Austin is frequently compared to Pittsburgh. There are many similarities between the two cities that made it seem like our services would be a natural fit here. Like Pittsburgh, Austin has tons of nonprofits, tech startups, and small to medium-sized businesses. Austin is known to be a friendly city that welcomed newcomers, which is the type of place we've always chosen for our offices. We felt confident that we could help small businesses and nonprofits in this area with the same excellent track records that we've established in our other markets."



Bookminders' Clients Are Able To Focus On Growth While Having
Access To Highly Skilled Professionals



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