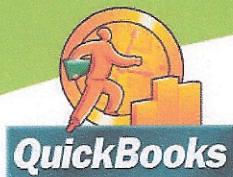


# DepositNow!

SUCCESS  
STORY

Sharon Vetsch  
'The QuickBooks Queen'

designed for



## 'QuickBooks Queen' Saves Time Balancing Her Own Books

*DepositNow! simplifies banking for QuickBooks ProAdvisor Sharon Vetsch by scanning checks straight into her bank account.*

### AT A GLANCE:



**COMPANY:** Sharon Vetsch  
'The QuickBooks Queen'



**LOCATION:** Oak Lawn, IL



**INDUSTRY:** Accounting/Finance



#### **BUSINESS CHALLENGE:**

Daily operations of this consulting and training business left the owner little time to manage her finances during normal business hours. Even the QuickBooks Queen needed a way to do her banking after hours or on weekends.



#### **SOLUTION:**

DepositNow! special edition for QuickBooks

## DepositNow!



#### **BUSINESS BENEFITS:**

With DepositNow! and QuickBooks, Sharon was able to:

- ♦ Cut out a daily trip to the bank, saving several hours a month
- ♦ Make her deposits any time of the day, 24/7
- ♦ Dedicate more time to seeing customers during the week

**'M**ost small business owners I know are not in an office during normal business hours; they're out with their customers doing installations and sales. The banking might wait until Sunday afternoon. I needed a way to handle my finances when my schedule would allow it.'

Sharon M. Vetsch  
The QuickBooks Queen



#### **Business Challenge**

When Sharon Vetsch first started teaching people about accounting software, she didn't consider herself a small business owner. It was 1994, and she'd just landed a part-time office job using a new computer program called QuickBooks. Picking it up from scratch was proving to be a challenge, but it wouldn't be long before the program helped her launch a new career and make the switch from employee to self-employed.

"What happened is that other people started buying QuickBooks, and friends were asking me whether I knew how to use it. I wasn't an expert, but I knew more than anyone else around, so I'd help them in my spare time. And as time went on and I kept learning more about the program, people told me I should start charging for it."

Before long, Vetsch had a lucrative side business training others to use QuickBooks. But like many new entrepreneurs, she wasn't fully prepared for the demands that running a business would make on her schedule. Even after she quit her regular job, Vetsch found herself working long hours, often six or seven days a week — and that was just dealing with clients. Daily operations like

banking took a back seat until she had free time. That, she said, was just one of the realities of being in business for yourself.

"When I started my business, it was kind of funny, because I fell into the same traps I'd warned people about. I would tell people how important it is to stay up to date on their finances and back up their files, and then I'd find myself not having time to back mine up."

"Most small business owners I know are not in an office during normal business hours; they're out with their customers doing installations and sales. When you're busy like that, the banking might wait until Sunday afternoon. I needed a way to handle my finances when my schedule would allow it."

#### **Solution Overview**

At an accounting trade show in 2005, Vetsch found DepositNow!, a system that allowed users to make bank deposits electronically with a PC and check scanner. The new system could operate either as a standalone program or as a QuickBooks plug-in, making it the perfect time-saving tool to recommend to some of her own customers. She decided to sign up and try DepositNow! herself to add some flexibility to her schedule.

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## **Business Benefits**

As soon as she installed DepositNow!, Vetsch found that the flexibility to do her banking 24 hours a day made her business run a lot more smoothly. "Sometimes I would go call on a client and not get back until 8 o'clock, and I'd miss the bank being open. There are times when I have to do it at midnight. If I know it's taken care of and I don't have to think about it, being able to do my banking any time is huge."

After signing up for DepositNow!, Vetsch calculated that she started saving at least two or three hours a month just from cutting out the handful of bank runs she used to make every week. "It would take about 20 minutes to go to the bank and back, and I was sending one of my employees who made \$10 an hour. So right there, even if it took the same amount of time to put the deposit together, the service is paying for itself."

Vetsch also noted that in her own case, sometimes saving a trip to the bank was about more than just the time. "I live in Chicago, so if it's snowing out today and it's a matter of going out in it to drive to the bank — granted, it's 20 minutes, but if it's a snowstorm it could be an hour. Who wants to go out if they don't have to?"

Since DepositNow! was able to launch from within QuickBooks, it was a natural addition for many of the clients Vetsch trained — most of whom were small business owners with time constraints

similar to her own. When a check is scanned, DepositNow! handles several basic functions in QuickBooks, such as identifying the correct customer and automatically applying the payment to the correct invoice.

That's a small shortcut for a QuickBooks expert like Vetsch, but for newer users, it provides an easy way to save a couple of clicks per transaction. The combination of benefits — easier accounting, more convenient banking, and faster cash flow — mean real time and money for any business using DepositNow!

"Probably 98 percent of new businesses don't understand how important it is to have financials. ... Part of it is the time and energy you have to spend on it. Finance is low on the totem pole if your primary work is going out and earning the money. If you run out of time, it falls off the list."

## **About Sharon**

Sharon Vetsch is a certified QuickBooks ProAdvisor with over 10 years' experience. She has trained hundreds of businesses to use QuickBooks, and also offers payroll and bookkeeping services and performs initial QuickBooks setups. She operates her business out of Oak Lawn, Illinois, and teaches several courses on QuickBooks at nearby Moraine Valley Community College. Sharon also recently completed a two-year term on the Intuit Advisory Council and serves as a member of the Intuit Speakers Bureau.

***'When I started my business, it was kind of funny because I fell into the same traps I'd warned people about. I would tell my clients how important it is to stay up to date on their finances and back up their files, and then I'd find myself not having time to back mine up.'***

**Sharon M. Vetsch  
The QuickBooks Queen**

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