

# Bookkeeping Client Onboarding Checklist

A bookkeeper's guide to standardizing the onboarding process for new clients

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For quick access to the checklist,  
click here!

[VIEW CHECKLIST](#)



# Why is it important to standardize your client onboarding process?

Onboarding – the process of familiarizing a new client with your firm’s products or services – is a critical part of your client experience. It is the fundamental phase in which your firm sets expectations for how you and your client will work together to achieve their business goals. An incredible onboarding process will help you and your client “start off on the right foot” and set the standard for the rest of your client’s experiences working with you and your firm.

Onboarding isn’t exclusive to new clients, as you will also onboard existing clients when your firm introduces a new service, process, and/or tool. However, onboarding is one of the most important stages when bringing on a new client as it builds the foundation of your relationship.

Kicking off your client relationship with an incredible onboarding experience can yield massive returns for your accounting or bookkeeping practice. Onboarding your clients properly will lead to increased client retention, which increases profitability. In financial services, [research shows](#) that a 5% increase in customer retention produces more than a 25% increase in profit.

Or, to offer [a summary by Lincoln Murphy](#) (author of *Customer Success: How Innovative Companies are Reducing Churn and Growing Recurring Revenue*): “Proper onboarding isn’t done to prevent churn; it’s done to ensure the customer achieves their desired outcome. Retention comes from that.”

However, many firms delay or fail to see the need to standardize their new client onboarding process. Although every firm operates differently – and should, depending on your size, goals, the types of clients you serve, and so on – standardizing your onboarding process should be a priority as it will provide the structure from which you can measure performance. The ability to measure will allow your firm to increase efficiency and effectively scale.

This checklist will provide you with a high-level framework which you can use to standardize your firm’s onboarding process for your new bookkeeping clients.







## Before onboarding

In order to standardize your onboarding process in a way that will achieve optimal results, it's important to get a few things in place at your firm first. Making these core business decisions will help streamline your onboarding process and ultimately provide a better experience for your clients. Moreover, they'll help you avoid having to completely re-engineer your onboarding process later on – establishing the following items will at least put your firm on the right path, from which you can iterate as your firm scales and you optimize your onboarding process.

### Understand your business model and establish your services.

This might sound simple, but before you bring on new clients, it's critical to define the level of service you provide for each of your firm's products and services. Specify the frequency, location (i.e., whether it's completed on-site or off-site), the exact deliverables related to each service, and the maximum work provided, if applicable.

For monthly bookkeeping, for example, it could be helpful to include whether or not transactions will be recorded, the bank feed will be matched, accounts reconciled, and the period closed. Does it include a monthly Controller Call? Es-

tablish the maximum number of accounts or transactions that are included (if applicable) and whether or not class, location, and job tracking are included.

Once you have clearly defined the service delivery expectation, you can document for your staff exactly how the work should be performed, as well as create a fixed price for the service.

The following resources will help you to define your services and introduce a fixed pricing structure at your firm:



#### **Best Practice: Writing Service Descriptions**

This guide includes a recommended framework for writing service descriptions, as well as provides some ideas for how you can structure your services.



#### **How to Successfully Build & Implement a Fixed Fee Pricing Plan at Your Practice**

Watch this webinar recording for a step-by-step guide on how to introduce a fixed pricing structure at your firm.



# Before onboarding (cont'd)

## Define your ideal client.

Clearly defining the types of clients your firm wants to work with (and, just as importantly, the types of clients your firm does *not* want to work with) will also help when standardizing your onboarding process. Making the decision to only work with clients who share similar business needs and processes will not only make standardization of your onboarding process easier – it will also make your onboarding process more effective.

### Learn from a Pro: How to Pick the Right Clients to Grow Your Firm

In this webinar recording, Jennifer Moore of Moore Details Bookkeeping shares her strategy for how to define your firm's ideal client.






### World Class Strategies for Picking the Right Clients

This webinar features advice from accountants and bookkeepers who've worked with challenging clients, created and tested successful discovery processes and are nailing client management.

## Standardize your accounting technology stack.

Best-in-class firms usually operate using a standardized technology “stack” of cloud accounting applications that help to automate every corner of their workflow (see an example to the right). The accounting and bookkeeping applications you use should be seen as an extension of your business – your onboarding process will be more effective if your team doesn't have to learn a new set of tools every time a new client comes on board.

## Sample Bookkeeping Technology Stack

Contract Management & Automated Practice AR	
Workflow Management	
Accounting Software	
Client Interaction	
Internal Communication	
Document Collection	
Bill Pay	
Cloud Storage	
Expense Management	
Workflow Automation	
Time Tracking	
Regional Payroll	<div><div></div><div></div><div></div><div></div></div>



# Who should be involved in the onboarding process?

Some firms have a dedicated onboarding team or individual dedicated to client onboarding (e.g., an Onboarding Manager or Onboarding Specialist). This role acts as the main point of communication during the transition from sales to the accounting/bookkeeping team (i.e., after the client has signed a proposal, and before the firm begins any compliance and advisory work).

At a high-level, their key responsibilities usually include:

- **Setting timelines and expectations for the onboarding process**
- **Gathering the necessary client information (e.g., bank details)**
- **Assisting the client with app account setup and training**
- **Transitioning the client over to their dedicated accounting/bookkeeping team**

If your firm doesn't have any plans on the horizon to establish an onboarding function, it's critical to at least dedicate someone as the main point of contact to ensure the onboarding experience is enjoyable for the client.

## What's the ideal onboarding time frame?

It is often cited that clients are **most likely to churn** within the first 90 days of starting a new product or service. As such, best practice would dictate that your client should be fully onboarded before they hit the 90-day mark with your firm.

However, many best-in-class firms focus on making their onboarding process task-based, as opposed to timeline-based. Of course, the onboarding process shouldn't drag on, but there also shouldn't be pressure to rush through it.

In our checklist, we provide a suggested timeline for each task based on best practices; however, it's up to your firm and your clients to decide on an onboarding timeline that works for both of you.





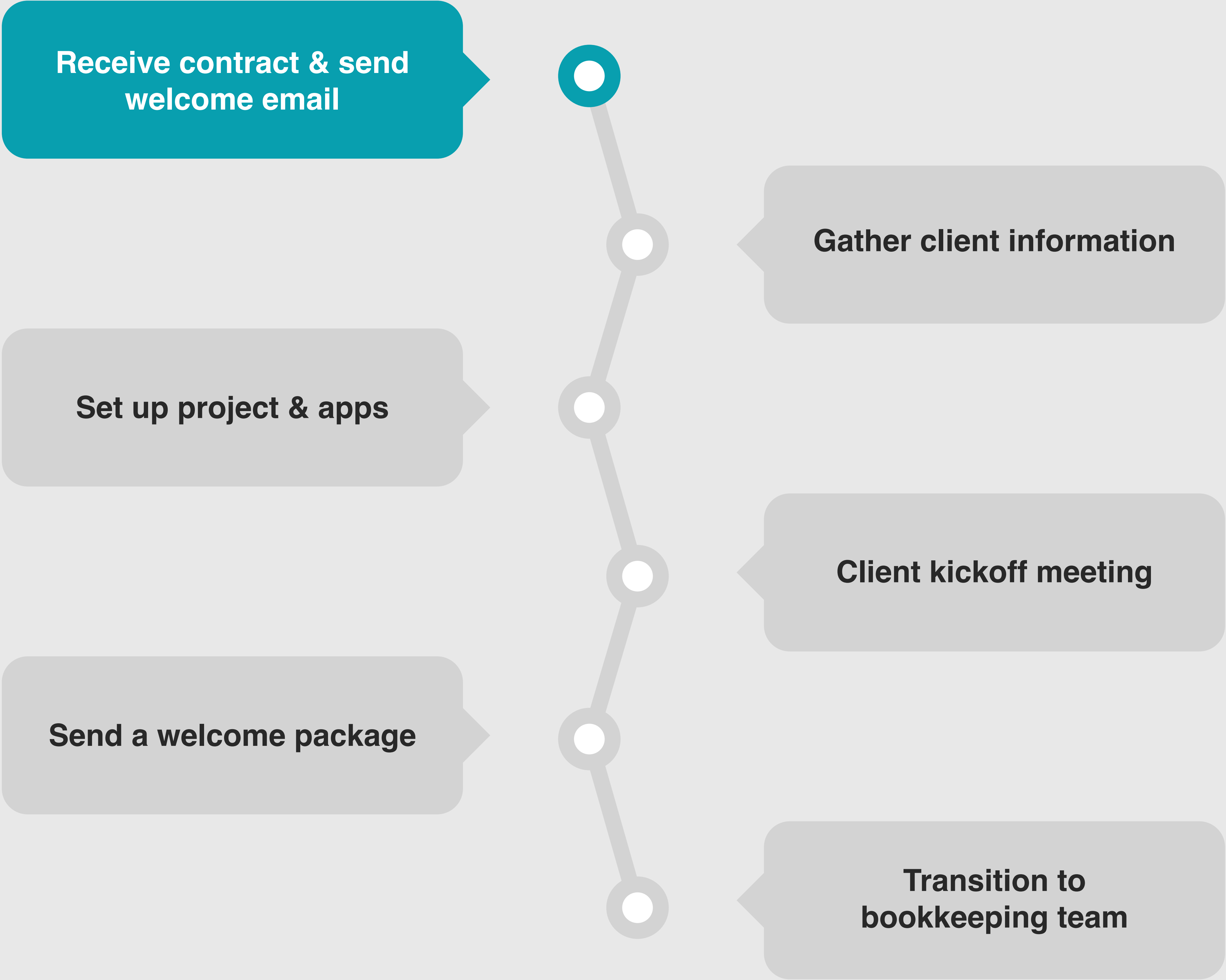
# Client onboarding process & checklist

## The 6 stages of onboarding

This onboarding checklist will take you through each of these stages, outlining what must be achieved at each stage, best practices for how it should be accomplished, and a list of suggested tasks required in order to move on to the next stage.

Source: ***A Guide to Client Onboarding: 7 Steps to Happier Clients & Less Churn***  
by Practice Ignition

Start here



# Receive contract & send welcome email

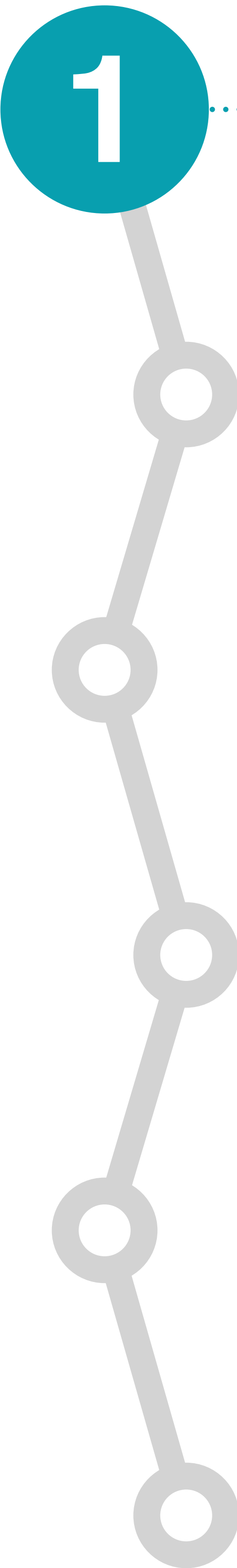
As soon as your client has signed their proposal/engagement letter, it's off to the races! Have a set process in place for what happens immediately after a client signs on with your firm, and who is responsible for making it happen. Streamline internal communication as much as possible – announce key details to your entire firm, and start a Slack channel (or another communication channel) for the client's dedicated team.

When sending your “welcome” email, ensure your client's action items are clearly laid out. Also, it should be noted that some clients will prefer other channels of communication (such as Slack). Decide on the preferred method of communication at this stage, then stick to it moving forward.

## PRO TIP:

**Automate using Zapier.** Zapier is a handy tool that allows users to integrate various web applications to automate tasks. For example, you can integrate Zapier with Practice Ignition to automatically inform your team about a new client in Slack, assign an onboarding task in Aero Workflow, and send a “welcome” email – all immediately after a proposal has been accepted.

See [Appendix A: Using Zapier to Automate Your Onboarding.](#)



## Checklist

Task	Owner	Start	Dependent on previous task?
Receive and file signed contract/engagement letter from client (note: filing contract not required when using Practice Ignition)	Sales	End of proposal process	.
Inform your team about the new client	Admin	<1 business day after receiving signed contract	Yes
Assign internal team to your new client (Onboarding Specialist, Bookkeeping Team)	Admin	.	.
Send welcome email to your client & schedule implementation call. Include: <ul style="list-style-type: none"> <li>A warm welcome on behalf of your team</li> <li>Introduction to onboarding specialist(s)</li> <li>Calendly link to schedule kickoff call</li> <li>Request for information (Client Onboarding Questionnaire)</li> </ul>	Onboarding	Within 2 business days after receiving signed contract	Yes
Other: <ul style="list-style-type: none"> <li>Follow client on social media (Twitter, Instagram, Facebook, LinkedIn)</li> <li>Add client to email newsletter</li> <li>Add client start date/birthday as a recurring annual event in your calendar</li> </ul>	<ul style="list-style-type: none"> <li>.</li> <li>Marketing / Admin</li> <li>Marketing / Admin</li> <li>Admin</li> </ul>	<ul style="list-style-type: none"> <li>.</li> <li>Within 3 business days after receiving signed contract</li> <li>Within 3 business days after receiving signed contract</li> <li>Within 3 business days after receiving signed contract</li> </ul>	<ul style="list-style-type: none"> <li>.</li> <li>No</li> <li>No</li> <li>No</li> </ul>



# Gather client information

Gathering client information is perhaps the most important part of your onboarding process. Missing information will hold up other onboarding processes and cause frustration for the client if you're bombarding their inbox with requests.

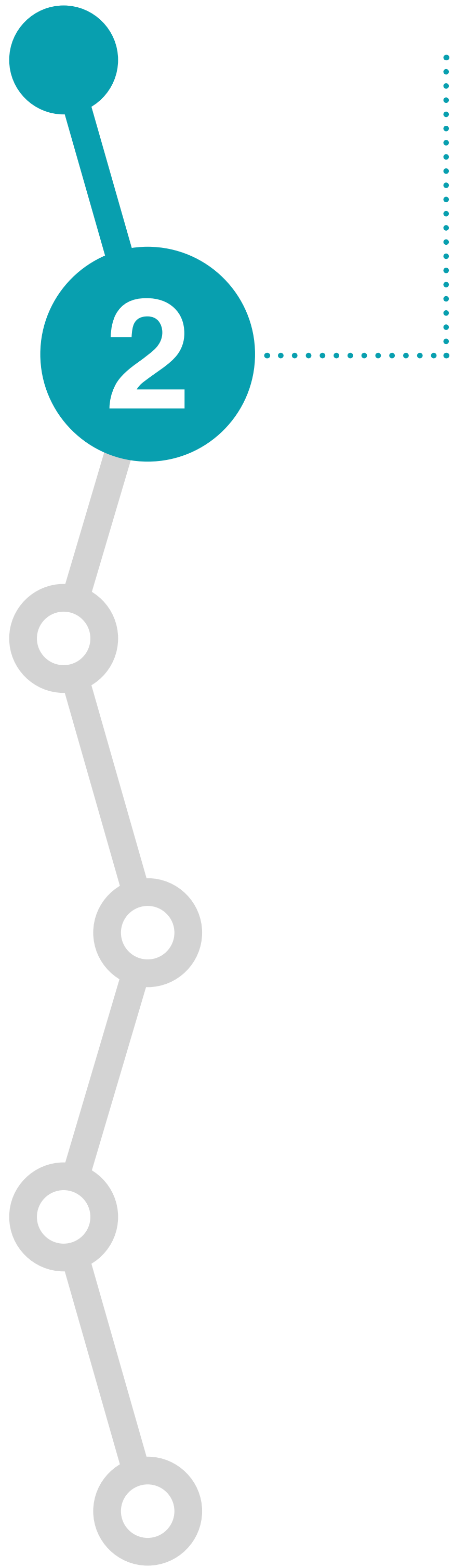
The key to gathering client information is streamlining the process as much as possible. The method through which you gather client information is important. Many best-in-class firms use tools such as [Google Forms](#) or [Typeform](#) to collect everything they need at once. Aim to gather information in a way that is convenient for the client, easy to track, and, of course, secure.

Request your client information In your welcome email (or, as a follow up email to your initial welcome email – whatever works best for your firm). Be sure to ask for all the information you need in order to set up their app accounts, etc.

See [Appendix B - List of Requested Client Information](#).

### PRO TIP:

**Don't ask for the same piece of information twice.** For example, if you can find the address of the firm on a document or form, don't ask them to include it separately. This will save your client time (and avoid the frustration that inevitably occurs from doing the same thing twice).



## Checklist

Task	Owner	Start	Dependent on previous task?
<b>Set up and send an onboarding questionnaire to your client (this can be automated using Practice Ignition &amp; Zapier)</b> <b>Ask for:</b>  Business information (address, phone number, etc.)  Main point of contact (name, email)  Bank details & read-only bank access  User names & email addresses (for app setup & permission level - will vary by app)  Metrics for success	Onboarding	10-15 business days before kickoff meeting	Yes
<b>Other items to request (depending on client):</b>  Consent forms  Incorporation documents  Payroll information	Onboarding	10-15 business days before kickoff meeting	Yes

For a comprehensive list of items to request from new clients, please see: [Appendix B - List of Requested Client Information](#).



## PRO TIP:

**Collect billing information during the proposal process.** Firms are often uncertain as to the best time to ask for billing information. If a client is willing to provide payment information (e.g., a pre-authorized debit agreement) during the proposal process, it's a good sign that they'll be an ideal client. However, some firms might be unsure about this, and may be worried that their client won't accept their proposal because you're asking for payment information upfront. It's worth noting the following statistics from Practice Ignition in 2017:

**In Australia:** 76,669 proposals were sent through Practice Ignition, of which 48,474 proposals asked for automatic payments and payment information upfront. Of those 48,474 proposals, **93% were accepted by the clients**. 16,420 of the 48,474 had the payment fields as a required field (meaning the client could not accept the proposal without entering their information). This achieved a **91.5% acceptance rate**.

**In North America:** these numbers were very similar, with an **average acceptance rate of 91%** between Canada and the USA, and a **90% average acceptance rate for proposals**.

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# Set up project & apps

Your client kickoff meeting (stage 4) will cover a number of administrative onboarding tasks that are more efficiently completed alongside the client (e.g., showing them how to upload receipts). However, it will help to streamline this client kickoff meeting if you're able to set up your onboarding workflow project and the recurring services that you will perform for your clients (using a tool such as Aero Workflow), as well as any of their cloud bookkeeping app accounts prior to the kickoff meeting.

For new monthly bookkeeping clients, this will likely include their accounting system, as well as tools for automating:

- ✓ Document collection & management
- ✓ Bill pay
- ✓ Cloud storage
- ✓ Expense management
- ✓ Time tracking
- ✓ Payroll
- ✓ Reporting

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## Checklist

Task	Owner	Start	Dependent on previous task?
Set up onboarding job in your workflow management tool which includes the following steps (note: can be automated with Zapier)	Onboarding	10-15 business days before kickoff meeting	Yes
Set up recurring services to perform for your client at the proper frequency in your workflow management tool	Onboarding	10-15 business days before kickoff meeting	Yes
Book client kickoff meeting (in-person or virtual)	Onboarding	10-15 business days before kickoff meeting	No
<b>Meet internally - discuss:</b>  Scope of project  Timelines and expectations  Scheduling and workflow	<b>Onboarding &amp; Bookkeeping</b>  .  .  .	<b>10-15 business days before kickoff meeting</b>  .  .  .	<b>No</b>  .  .  .
<b>Use client information to set up as many systems as possible before client kickoff meeting (as applicable):</b>  Accounting system (QuickBooks Online, Xero)  Client interaction (Client Hub)  Document collection & management (Hubdoc)  Bill pay (Bill.com, Plooto)  Cloud storage (Box, Dropbox, Google Drive, ShareFile, SmartVault)  Expense management (Expensify)  Time tracking (TSheets)  Payroll (Gusto, Wagepoint, ADP)  Reporting (Futrli, Fathom, Spotlight Reporting)	<b>Onboarding</b>  .  .  .  .  .  .  .  .  .  .	<b>5-10 business days before kickoff meeting</b>  .  .  .  .  .  .  .  .  .	<b>Yes</b>  .  .  .  .  .  .  .  .



# Client kickoff meeting

Your kickoff meeting/call is also hugely important to your working relationship with your client as it will be the first time you're truly collaborating with them. Kickoff calls can be challenging because a lot of "boring" administrative work must be accomplished – it's important to ensure that even these types of tasks are engaging for your client. It helps to add context as to why you're using the process/tool(s) you're showing them (e.g., it will help them save time, improve accuracy, etc.).

What happens before and after your kickoff meeting is just as important as the meeting itself. It's critical to communicate with your client what is going to happen during the kickoff, as well as clearly outlining what outstanding items they need to do after.

Note: Prior to this stage (depending on the client and the type of work you're doing for them), it might be necessary for key stakeholders (e.g., partners and/or the bookkeeper leading the project) to meet to agree upon timelines and KPIs.

## PRO TIP:

**Aim to keep kickoff calls under 1 hour.** As mentioned, kickoff meetings are usually dominated by administrative tasks. Optimize the structure of your kickoff meetings so you use your client's valuable time wisely.



## Checklist

Task	Owner	Start	Dependent on previous task?
<b>Preparing for the kickoff meeting:</b>  Send an agenda in advance – agenda should include introduction time, what must be accomplished (see below), and any outstanding information/items required from the client.  Ensure your workspace is clean whether meeting in person or virtually. If meeting virtually, ensure your webcam is working and your appearance is camera-ready – first impressions matter!  Turn off all notifications and distractions	Onboarding  .  .  .	5-10 business days before kickoff meeting  3-5 business days before kickoff meeting  Day of kickoff meeting  Day of kickoff meeting	Yes  .  .  .
<b>During kickoff meeting:</b>  Make clients feel welcome and excited (especially when executing administrative tasks)  Set timelines and expectations  Onboard client to apps  Keep a list of any outstanding to-do items	Onboarding  .  .  .  .	During kickoff meeting  .  .  .  .	Yes  .  .  .  .
<b>Follow up after kickoff meeting - include:</b>  Summary of what has been set up  List of any outstanding to-do items and next steps  Calendly link to book meeting with bookkeeping team	Onboarding  .  .  .	< 1 business day after kickoff meeting  .  .  .	.  .  .  .
<b>After kickoff meeting - internal tasks:</b>  Add users to apps  Take care of any outstanding setup tasks based on new client information	Onboarding  .  .	< 5 business days after kickoff meeting  .  .	.  .  .



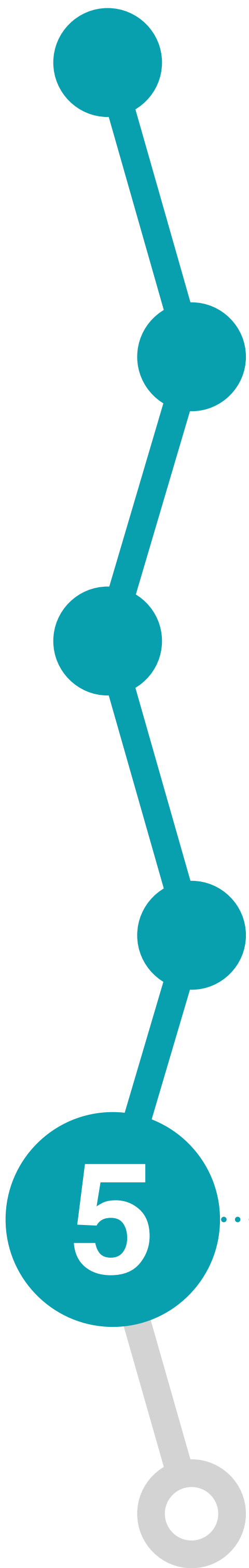
# Send a welcome package

Sending a welcome package to your clients will enhance their experience and show that you're invested in your relationship with them. In addition to providing important information about your firm (e.g., a "cheat sheet" that includes contact information about your firm – this can be sent as part of your client kickoff follow up, or separately), your welcome package serves to warmly welcome your client as part of your team.

Sending a standard swag package and/or handwritten card is a great idea. Or, to go above and beyond, be thoughtful and personalize, if possible. Consider the following:

- ✓ What are the clients' interests as a company? (E.g., are they a local brewery, or are they a health food store?)
- ✓ Should it be a one-off gift, or a recurring monthly subscription?
- ✓ What would really enhance your client's experience and show them that you appreciate their business?

See [Appendix C - Firm "Cheat Sheet" Template](#).



## Checklist

Task	Owner	Start	Dependent on previous task?
<b>Assemble/order &amp; send welcome package - include:</b>	<b>Onboarding/Admin</b>	<b>5-7 days after kickoff meeting</b>	<b>No</b>
A firm "cheat sheet" that includes contact information (via email)	.	.	.
A personalized "welcome" video from your team (via email; optional)	.	.	.
Swag, gifts, and/or a handwritten card (be creative!)	.	.	.



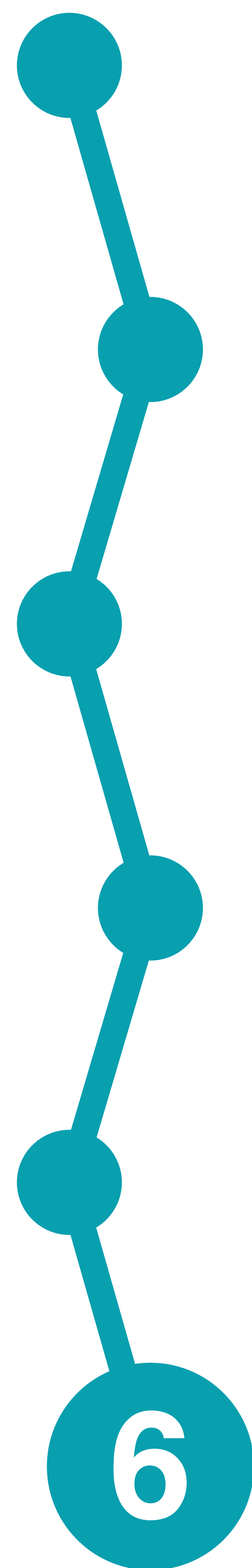
# Transition to book-keeping team

The final stage of the onboarding process – transitioning the client to their dedicated bookkeeper/bookkeeping team – occurs when:

- ✓ You have gathered all of the necessary information from the client
- ✓ All of the client’s apps/accounts have been set up
- ✓ The client has received training/information on how to work with the apps
- ✓ Your internal team has everything they need to begin advisory services!

Once your onboarding process is standardized, most of the tasks listed above will occur leading up to and during the client kickoff meeting. Of course, every client is different – the key is to have a set process in place for what happens after a client completes onboarding, and who is responsible for guiding the transition to monthly bookkeeping (similar to the handoff from sales to onboarding).

Let the monthly bookkeeping begin!



## Checklist

Task	Owner	Start	Dependent on previous task?
Set up initial meeting with bookkeeping team	Onboarding/Bookkeeping	1-3 business days after all onboarding tasks are complete	Yes
<b>Host internal transition meeting - during the meeting:</b> <ul style="list-style-type: none"> <li>Set aside time for outstanding Q&amp;A about apps &amp; onboarding</li> <li>Discuss any timelines and next steps to close out onboarding</li> <li>Discuss timelines and next steps for monthly bookkeeping process</li> </ul>	Onboarding/Bookkeeping	3-5 business days after all onboarding tasks are complete	Yes
<b>Follow up with client after transition meeting - include:</b> <ul style="list-style-type: none"> <li>List of any outstanding tasks &amp; action items</li> <li>Summary of next steps</li> <li>Calendly link to book recurring meeting with dedicated member of their assigned bookkeeping team</li> </ul>	Bookkeeping	< 1 business day after transition meeting	Yes
Begin monthly bookkeeping!	Bookkeeping	As soon as transition to Bookkeeping Team is completed	Yes



## Standardize & evaluate

Standardizing your onboarding process doesn't mean "set it and forget it" – rather, part of your standardization process requires constantly evaluating any inefficiencies in the process and fixing them. For example, maybe you need to gather more information from the client upfront. Or, maybe you need to split your kickoff meeting into two shorter sessions, instead of one long one.

The best way to figure out how the process can be improved is to ask your clients directly. Use a **Net Promoter Score (NPS)** tool such as **Promoter.io** or **Delighted** to collect and evaluate this feedback.

A great client experience starts with amazing onboarding. Standardize and improve this process to experience the benefits that unfold from strong client relationships.

To view the checklist in Google Sheets, click below.

[VIEW CHECKLIST](#)





# Appendices

[Appendix A - Using Zapier to Automate Your Onboarding](#)

[Appendix B - List of Requested Client Information](#)

[Appendix C - Firm “Cheat Sheet” Template](#)



# Appendix A

## Using Zapier to Automate Your Onboarding (and So Much More!)

By Tom Maxwell, Head of Customer Success at Practice Ignition

Every single step detailed out in our Bookkeeping Client Onboarding Checklist is critical for determining the success or failure of your relationship with your customer. But we are the first to admit, **there's a lot to do**. Not only that, there's also a lot you need to **get right each and every time** you onboard a new client.

So, how do you streamline this process even further without skipping steps or causing inconsistencies?

### Enter Zapier.

Heather Satterley, a 20-year veteran certified tax agent, a Quickbooks ProAdvisor since 1999, and official Intuit Trainer, also happens to be a wizard at Zapier. In her blog, **Zapier...What's all the buzz about?**, Heather provides a neat overview of Zapier:

### So, what is Zapier?

*Zapier is a web-based application designed for non-techies that allows you to create automated workflows between other web-based apps that you probably already use, like Gmail, Trello, QuickBooks, Xero and over 1,000 other supported*

*apps. Some exciting recent additions to their platform include awesome accountant-specific apps like Practice Ignition and Aero Workflow (still in beta as of publication of this article).*

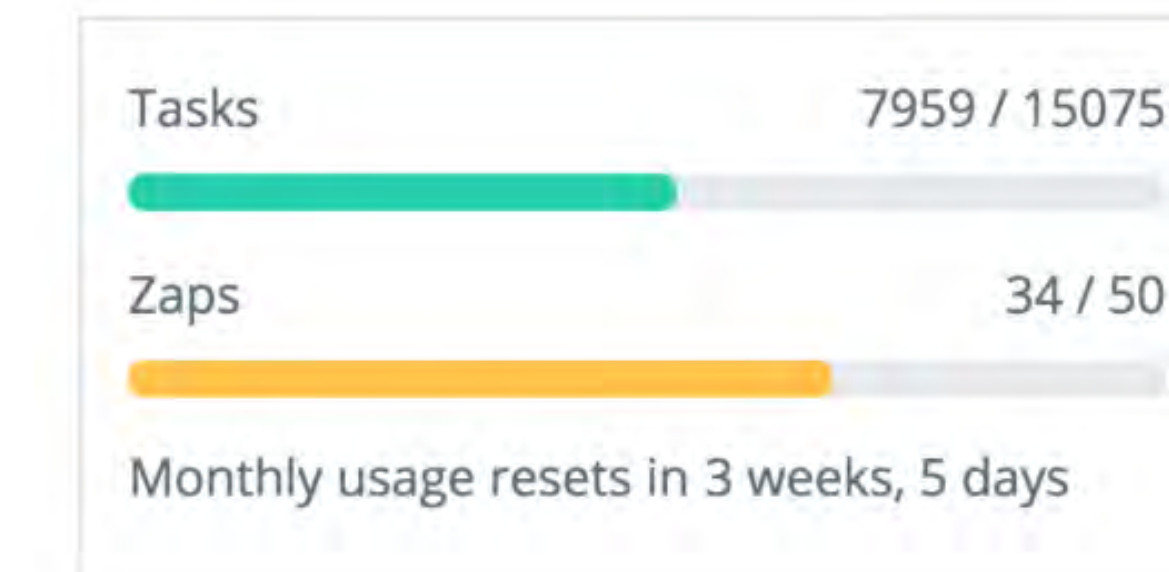
### How does Zapier work?

*A “Zap” (i.e., a blueprint for a task that you wish to automate) starts with a “Trigger”. This means that something happens in an app that you’re using – this could be that you receive a new email in Gmail, or create a new invoice in QuickBooks, or an event is added to your Google Calendar. When that Trigger occurs, Zapier sends an “Action” instruction to an app to do something in another app.*

In Heather's (and our) opinion, the most important benefit of using Zapier is consistency. A good process requires that it's done well every single time. Unfortunately, humans aren't perfect and so it's easy to miss items or skip steps. With a well set-up Zapier workflow, you'll never have to worry about inconsistencies in your workflow again!

### Drinking ~~our own~~ Zapier's champagne

Zapier is a hyper-critical part of our daily workflow at Practice Ignition. Currently, our usage looks like this:



To break this down: that's 34 different Zaps (many of which are multi-step, meaning they trigger actions into several apps at once) and approximately 8,000 different tasks per week (note that the monthly usage resets three weeks from the time of the screenshot). Zapier's research suggest that each task helps a person save an **average of 60 seconds**. What does this mean for Practice Ignition in terms of time saved?

**133 hours per week.**

This is astonishing! Zapier equates to three full-time employees for us. For Practice Ignition, Zapier provides us a **minimum savings of \$150,000 per year**.



### Example Zaps to automate your onboarding

Let’s revisit some examples of the items in the onboarding checklist and see how you could use Zapier to automate specific steps:

#### Inform your team about the new client:

Nothing is more exciting than bringing a new client into your business. You should celebrate that with your team! **Slack** is a great place to do that.

How does this Zap work?

Notify your team the moment you win new business – this Practice Ignition-Slack integration template will **automatically post a message to Slack** when a new proposal is accepted in Practice Ignition. Now you can celebrate, or just get straight to work.

#### Send a welcome email to your client & schedule an implementation call.

With Practice Ignition, you may not even need Zapier to complete this task! Practice Ignition **sends an automatic email to the client** as soon as they accept their agreement. You have complete control over what to include, such as:

- ✓ A warm welcome on behalf of your team
- ✓ An introduction to onboarding specialist(s) (if this is consistent; if this changes, then you’ll need to intro them separately in a call)
- ✓ A **Calendly link** to schedule kickoff call
- ✓ A request for information via a client onboarding questionnaire

However, you may want to send a specific email based on the services included in your proposal. For example, if you are performing an accounting system conversion, perhaps you need to send more instructions to help this process get started quickly. This is where you can rely on Zapier to make it happen. You can use the **Practice Ignition trigger “service accepted by client”** to then trigger a Gmail, Office 365, or even an **email by Zapier** action to send immediately (or even two days later, if you like!).

#### Set up onboarding job in your workflow management tool.

Effective onboarding means taking action quickly and consistently. Aero Workflow is a fantastic place to ensure the work gets done. Through Zapier, you can automatically create an onboarding task in Aero Workflow immediately after a Practice Ignition proposal is accepted. The fine folks at Aero Workflow have **written a detailed description** of how to create this workflow!

### The possibilities with Zapier are endless!

The beauty of Zapier is that there are over 1,000 apps you can integrate, meaning there are millions of Zap possibilities to automate your workflow, even beyond client onboarding. Automating the monotonous day-to-day tasks can easily result in going home at a reasonable hour or bringing on even more clients. The key to utilizing Zapier is changing your mindset and allowing the technology to do the heavy lifting for you.

If you feel like this is overwhelming or you’re not too sure where the world of Zapier can take your workflow, never fear! Heather Satterley, the aforementioned Zapier expert, is here for you. **You can book a consulting session with Heather right here.**

### More ideas to automate your onboarding:

Task	Apps used	Template
Set up a cloud storage folder for your client	Box/Google Drive and Practice Ignition	<b><u>When a Practice Ignition proposal is accepted, automatically create a folder in Box or Google Drive.</u></b>
Automatically send a gift to your client	Printfection, Gmail/Office 365, and Practice Ignition	<b><u>When a Practice Ignition proposal is accepted, automatically create a new link in Printfection, and send as an email via Gmail or Office 365.</u></b>
Automatically add your client to your monthly newsletter email list	MailChimp and Practice Ignition	<b><u>When proposals are accepted in Practice Ignition, the recipient will automatically be added as a subscriber to your MailChimp list.</u></b>



# Appendix B

## List of Requested Client Information

Streamline the process of requesting client information as much as possible. Set up a Client Onboarding Questionnaire (using a tool such as Google Forms or Typeform) to collect everything you need at once.

### Business info

Request the following business information from your client (or, if you've already been provided with this information, have your client confirm these details).

Item	Additional Info
Legal Business Name	
DBA Name	
Primary Contact Name	
Primary Contact Email	
Website	

### Items to collect

In your Client Onboarding Questionnaire, include fields to collect the following information and/or enable your clients to upload digital copies of the documents (**Google Forms** and **Typeform** both enable the ability for respondents to upload files).

### Terms of Service/Consent & Billing

Item	Additional Info
Consent Forms	Has the client accepted your firm's terms of service?
Auto-Pay Form	Did the client complete firm's auto-pay form for recurring fixed fees, as per proposal?

### Articles of Incorporation or Organization

Item	Additional Info
FEIN	Federal Employer Identification Number
S-Corp Letter	Federal S-Corporation acceptance letter (if applicable)
State ID Nos	State registration confirmation letters with all IDs
Most recent tax returns	Most recent corporate tax return or Schedule C, including full Fixed Asset listing and Depreciation schedules
Adjusted TB	Most recent corporate tax return or Adjusted Trial Balance supporting most recent corporate tax return or Schedule C (if available)
Most recent financial statements	Most recent audited, reviewed or compiled financial statements (if available)



### Company Information

Item	Additional Info
Company organization chart	
Company business plan	
Current company budget & forecast (if available)	
Current KPIs	List of Critical Success Factors and Key Performance Indicators currently measured on an ongoing basis
BOD Minutes	Most recent company Board of Directors meeting minutes (if available)

### Tax Information

Item	Additional Info
Federal and State/Province Tax ID Numbers	
Prior year quarterly and year-end payroll tax returns	
Current year quarterly payroll tax returns (if applicable)	
Prior year and year-to-date sales tax returns (if applicable)	
Prior year Forms 1096 and 1099-Misc	
Vendor 1099-Misc eligibility status	
Recent tax correspondence	Copies of any recent income, payroll, sales and/or other tax correspondence (including any letters regarding new rates, etc.)

### Bank Reconciliation

Item	Additional Info
Prior year December bank reconciliations and statements	
Current year-to-date bank reconciliations and statements	
PY Year Bank Recs	Prior year December credit card, loan, and any other Balance Sheet reconciliations and statements
Current year statements and bank recs	Current year credit card, loan, and any other Balance Sheet reconciliations and statements

### Bank Information

Item	Additional Info
Bank access	The client should grant read-only access
Bank account and routing numbers	Routing & bank account number for bill pay
Chart of Accounts	Chart of Accounts, if a custom one exists
List of all bank and credit card accounts	



Other

Item	Additional Info
NAICS code	6 Digits NAICS code - Use for KPIs and LivePlan. Get it <a href="#">here</a> if the client doesn't know it.
Depreciation & amortization schedules	
Inventory detail	Detail of inventory for prior year end (if available/applicable)
Company insurance information	If the company pays health insurance for any employee(s), a schedule of employees, type of coverage (single, family, etc.), total cost of coverage for the year, amount paid by the company for each employee, hours worked in current year for each employee
Copies of all company insurance policies	Copies of all insurance policies in force, including summary page with policy coverage dates and any financing plans in place for the policies
Loan info	Loan agreements and payment / amortization schedules
Sales tax certificates	Customer sales tax exemption certificates (if applicable)
Company retirement plan documents	
List of employees & rates	Complete list of all company employees with salary and benefit details and copies of employment agreements (if applicable) as well scheduled date of next pay increase (if applicable)

Item	Additional Info
List of reimbursable employees	List of employee(s) who submit expense reports for reimbursement (name, email, approver) - include max reimbursable expense amount and time frame
HSA & 401(k) payroll contribution plan details & remittance instructions	
List of subcontractors	List of all subcontractors with billing terms summarized and with copies of agreements (if available)
All W-9s	W-9s for subcontractors
Voided Check	Voided Company Check (to set up online accounts payable system)
Current financial reports (Balance sheet & P&L)	Any financial reports (generated from QuickBooks, Excel or any other source) and other management reports currently generated on an ongoing basis
Custom report samples to replicate	
Logo file	Company Logo in jpg or png for using on forms, etc.
List of employee commission rates	List of employee commission rates (if applicable)

Request access

If a client already has some software and programs in use, request access by having your client add your firm (or the dedicated representative from your firm) as a user. If passwords need to be shared, ensure you have a security policy in place for collecting and protecting this type of sensitive information (e.g., use a tool such as **LastPass** or **Dashlane**).

Item	Additional Info
Existing general ledger / accounting software	E.g., QuickBooks, Xero
Existing payroll system	E.g., Gusto, Wagepoint, ADP
Existing bill pay system	E.g., Bill.com, Plooto
Existing cloud storage solution	E.g., Box, Dropbox, Google Drive, Sharefile, SmartVault
Existing expense management tool	E.g., Expensify
Existing reporting system	



# Appendix C

## Bookkeeping Firm “Cheat Sheet”

### Firm information

Firm Name		
Main Contact		
Email Address		
Phone Number		Ext.
Calendly		
Firm Address		

Function	Name of Tool	Login URL
Accounting Software		
Client Interaction		
Communication		
Document Collection		
Bill Pay		
Cloud Storage		
Expense Management		
Time Tracking		
Payroll		





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