



FOR IMMEDIATE RELEASE:

Apex® HCM Announces First Ever Payroll Business Makeover™ Winner

Roswell, GA. (March 15, 2019) – Apex HCM, a leader in payroll, timekeeping and human capital management services, proudly announces Pat McCusker of Pat McCusker’s Taxes and Bookkeeping Inc., Buffalo NY, as the inaugural winner of the Payroll Business Makeover™ sponsored by Apex HCM. Apex created this event to help one lucky payroll service bureau makeover their business with a \$20,000 budget of marketing services and technology. Pat McCusker’s Tax and Bookkeeping will receive: a best practices operations and marketing consultation, a \$5,000 marketing budget for branding and lead generation programs; and a \$15,000 credit toward licensing fees and use of the Apex HCM payroll software platform.

Beginning his career with one of the largest tax professional companies in the world, McCusker soon transitioned from tax professional, to district manager, and eventually business owner. Since opening his doors in 2010, McCusker led his company to steady growth year over year, many years achieving more than a 25% growth rate in revenue and clients. Now having grown a successful tax and bookkeeping company, Pat is focusing on growing his payroll business.

“It was really to upgrade my payroll services honestly,” McCusker states, when asked why he entered the Payroll Business Makeover™. Pat goes on, “It was a matter of adding up all the time I’d spent trying to jumpstart the payroll side of my business and winning this contest will push me over that edge – it gives me that quality payroll product, to add to my accounting side, and helps make my company more successful overall.”

Greg Javins, Vice President of Operations for Apex HCM said this about the contest and it’s winner, “Apex dedicates a considerable amount of time and resources towards our customers’ success. This contest is just another example.” Javins continued, “We’re really excited about the opportunity to work with Pat to reach his business goals, improve his customers’ overall experience, and help him create a successful payroll business.”

Apex HCM will document Pat’s makeover process throughout 2019 posting updates via the Apex HCM blog www.apexhcm.com/blog as well as via Apex HCM social media.

Apex® HCM is a market leader in licensing cloud-based payroll and HR software technology and over 325 payroll service firms and vendors nationally use Apex’s technology as the core of their business foundation. Apex’s customizable, comprehensive suite of products and services include payroll, payroll tax, human capital management, applicant tracking and onboarding, time and attendance, reporting, manager and employee self-service, ACA compliance, mobile apps, workers’ compensation, payroll debit cards and other business management tools normally reserved for large enterprises, now available to any business size. Apex’s cutting-edge, cloud-based technology allows its customers to effectively compete feature-for-feature with larger established firms while dramatically improving their workforce productivity.

For information contact:

For more information, please visit <https://apexhcm.com> or call 877-750-APEX (2739).

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