

## TWILLA WALTON KELLY WALTON

WALTON CPA | YOUR PAYROLL DEPARTMENT



### HIGHLIGHTS

***Twilla Walton was sure payroll was a no-win proposition. A lot has changed. Today, payroll makes up nearly half her company's revenues.***

***If a CPA recommends a payroll solution the client accepts that advice 70% of the time.***

***Millennials make up 35% of the workforce and will hit 75% by 2030. The software that you provide them matters.***

***The Waltons' business is primed to nearly double to 500 clients in the next 12 months.***



*Payroll was not even a blip on my business plan...  
I started looking at it from a different perspective.*

*- Twilla Walton*

Plano, TX-based Walton CPA is a full-service CPA firm providing bookkeeping, accounting, payroll tax preparation and tax planning services working with payroll clients in 25 states. But it didn't start out that way. In fact, the company defiantly avoided offering payroll - that is, until a push from corporate clients revealed an untapped revenue potential.

"When I first started my practice 25 years ago, I was a solo firm providing mostly tax preparation services," says founder Twilla Walton. "Payroll was not even a blip on my business plan. I had no experience in payroll and saw it as a time-consuming, low-profit-margin proposition. So, we referred that business to other companies instead."

A lot has changed! Today payroll makes up half of the company's annual revenue. Things took a hesitantly embraced but ultimately profitable turn when Walton CPA's corporate clients increasingly sought out providers to handle both their bookkeeping and payroll services. That's when Walton realized that she was missing a prime opportunity for significant client base and revenue growth.

"I started looking at payroll from a different perspective. Instead of holding on to all the reasons not to offer payroll, I began to earnestly consider all the reasons I should," Twilla says. But getting there would take some time.

As luck would have it, another major change was on the horizon. Twilla's daughter, Kelly Walton, would soon graduate from Oklahoma State University with a degree in business management and was considering career options.

"I flippantly suggested that she come work for me and build out the payroll element of my practice," Twilla says. "She loved the idea and was instantly on board."



*We went from a scenario of not wanting to do payroll at all to payroll being 50% of our annual revenue.*

*- Twilla Walton*

Kelly, who since has earned her Masters of Science degree in accounting, readily joined the family business and launched a separate payroll-centric brand that quickly thrived - so much so that the Waltons ultimately purchased Plano, TX's Your Payroll Department. With Kelly at the helm, the two companies now work in tandem to provide comprehensive solutions.

Among the most convincing pros of launching a payroll service was Walton CPA's existing book of clients with whom Twilla already had cultivated a relationship and who would prove a wealth of added-value business.

"If you're a CPA, chances are your existing business clients already are looking to you to provide guidance on their payroll processing services and you likely have already identified problems with those services," she says. "If so, payroll undoubtedly will be an easy sell for you because you've already built that trusted relationship." In fact, research shows that when a CPA firm recommends a payroll solution to a client, the client accepts that recommendation 70 percent of the time.

"Payroll services aren't seasonal. That revenue comes in every single month, its recession-proof and will provide you with a consistent and predictable cash flow throughout the year," Twilla adds. "And you're not limited to providing services to just your existing clients. You can choose to offer them to a much broader variety of businesses that might not be a good fit for your bookkeeping or tax firm, but a perfect match for payroll. As for your existing clientele, payroll is a 'sticky' service that people do not like to change. Once you've got them onboarded as a client, they stay."

Clearly, the benefits are plentiful. But adding payroll required a learning curve, particularly when it came to choosing the right payroll technology provider. "I tried many different platforms looking for that magic solution, but it continued to be a pain point," Twilla says.

"The software we were using initially was blocky, not user-friendly and still in development of functionality we needed immediately," Kelly adds, noting that among the multiple options they considered, Apex HCM's user-friendly interface with an intuitive design stood out.

"I'm a Millennial," Kelly says, noting that Millennials today make up 35 percent of the workforce and will hit 75 percent by 2030. "We grew up playing video games full of icons. So when you're working in a program that has clickable icons, your eyes are naturally drawn to those visual elements. There's no guesswork. We've heard praise about that alone from so many clients using Apex products including Employer on the Go."

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*APEX HCM has really helped us grow.*

*- Kelly Walton*



Kelly also credits Apex HCM's customizable ROI plans with allowing Your Payroll Department to serve an array of clients from microbusinesses to large employers. "For ROI, Apex offers the best plan. With other payroll software providers, we would have had to charge our smaller clients an arm and a leg just to cover our license. That wouldn't have worked for us because we have a lot of clients who are in that small to mid-size range. Apex allows us more profit while also offering a better rate to the client."

An eager base of upsell-able existing CPA services clients, plus a wealth of prospective new customers and the backing of a market-leading payroll software platform have Walton CPA and Your Payroll Department primed to nearly double to 500 clients in the next year, Kelly says. "Apex has really helped us grow."

Call Apex HCM at 877.750.2739 or [visit us online](#) to learn how we can help grow your payroll business.

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