



## Stone, Rudolph & Henry, PLC Partners with Inova for Payroll Services for Both Their Firm and Their Clients

In a growing and competitive market, businesses, now more than ever, rely on certified public accountants to help untangle the numbers and figures that build their organizations. With proficiency in accounting, auditing, taxes, and financial strategizing, CPAs help organizations stay on track in meeting their financial goals.

Stone, Rudolph & Henry, PLC (SRH) is one such firm. For 60 years, this full-service public accounting and consulting firm has provided accounting, business valuation, succession planning, internal controls, and part-time CFO services, among others, based out of their offices in Clarksville and Nashville, Tennessee. SRH is committed to the principles of personal service, professionalism, and integrity in the financial world.

**Location:** Clarksville, Tennessee

**Industry:** Public accounting

**Employees:** 43

**Challenge:**

Managing payroll for clients and their own staff was an inefficient use of time.

**Solution:**

Joined the referral partner program with Inova Payroll and helped clients outsource payroll to the experts.

Offering an arsenal of financial services for their clients made the SRH team busy enough to consider alternative options to best manage their own payroll. “Outsourcing is a good solution, and our priority was to find a payroll company who was able to keep up to speed with the firm’s processes and who we could build a personal relationship with,” says Lauren Burton-Ransdell, SRH’s client accounting services manager. “Inova Payroll is based near our Brentwood office, and we decided to do a one-year trial run with them.”

That first year of outsourcing to Inova proved to be a great success. “Although Inova is a national company, it has a very personable, local way of treating their customers,” says Burton-Ransdell.

“With Inova, I know that when I pick up the phone I will not be talking to someone in a call center but will connect with an informed professional who knows our firm and our needs. Their team even visits us about four times a year just to check in and ensure our payroll needs are being met.”

## LAUREN BURTON-RANSDELL

*Client Accounting Services Manager*

After seeing how time- and cost-efficient outsourcing payroll is, SRH welcomed the opportunity to be a referral partner with Inova to add value and a consultative approach to service their clients. The partner program varies according to each accounting firm’s needs, but Inova’s goal is to help their partners’ clients

keep on track with their payroll and stay in compliance. To date, over 30 SRH clients have opted to outsource their payroll after seeing firsthand how Inova took great care of SRH’s payroll needs in a highly personalized manner.

In addition to the referral program, Inova has a variety of partnership options for accounting practices. They include a revenue share program and a back-office service solution. Additionally, Inova works with those who have been managing their clients’ payrolls and are ready to exit the payroll business and create an ordered transition that is beneficial for their clients and profitable for the accounting practice.

“If you’re a business owner, your focus must be on running your business, not worrying about day-to-day processes,” says Burton-Ransdell. “Outsourcing frees you up to grow your business. That’s why we recommend outsourcing to Inova Payroll.”