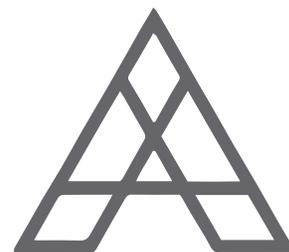


eBook

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**SIGNS YOU'RE  
THE WORST  
BOOKKEEPER FOR  
YOUR CONTRACTING  
BUSINESS**





# INTRODUCTION

The Apparatus team has deep roots in the contracting and building industry. We know firsthand the dedication it takes to turn a professional dream – like running your own contracting business – into reality.

We also know how rewarding all that hard work is, and how important it is to stay focused and informed along the way. We strive to provide contractors like you, whether you're established or just starting out, the information that will help you start, grow and scale your business to its highest potential.

Our goal is to help you achieve your goals and inspire you to run your best business.

We hope this eBook offers you the insight you were expecting and causes you to investigate the areas of your business you'd like to improve.

We'd love to discuss how the full support of Apparatus can power your back office and elevate your business.

We're standing by, whenever you're ready.

## The Apparatus Team



Start. Grow. Scale. Apparatus powers your back office™.



# ONE

## YOU DON'T KNOW BOOKKEEPING LIKE YOU KNOW YOUR TRADE

Bookkeeping is hard and can become progressively harder the more your business grows.

If you find yourself struggling over finances before finally googling "bookkeeping for beginners", you're not alone.

But, you probably shouldn't be holding yourself responsible for your company's books, either.

If bookkeeping was not a skill you possessed *before* you became a contractor, it's safe to assume it's still not, and that your books are best trusted to the professionals.



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# TWO

## YOU ALWAYS FEEL A LITTLE BIT BEHIND

How many times a week does the thought “I need to update my books” run through your head?

Playing catch-up is incredibly common for contracting business owners, bookkeeping often being the task that’s left on the backburner.

If you’re scrambling to update your books (or wondering if they ever WILL be up to date), it’s probably time to consider outsourcing your bookkeeping.



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# THREE

## YOUR CASH FLOW IS UNEVEN

Most contractors just can't rely on steady business *all the time*.

There is a certain amount of unpredictability that just comes with the territory: changes in weather, economy or real estate markets, for instance, all have an impact on how many jobs you're pulling in.

Professional bookkeeping is particularly handy in these circumstances so you can get set up on a consistent payroll, track your profits, and feel comfortable during those ebbs and flows.



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# FOUR

## YOUR SALES HAVE INCREASED BUT YOUR PROFITS HAVEN'T

Seeing an uptick in projects or requests but wondering why your profit isn't budging? Or, wondering what your profit is at all?

You could benefit from detailed reports such as a Profit and Loss statement to help you keep your company healthy and productive.

Understanding where you make money is the first step toward making *more* money. You can't do this if your books are never accurate or never quite caught up.



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# FIVE

## BOOKKEEPING DISTRACTS YOU FROM WHAT YOU DO BEST

Let's clear the air on this one: we all know that no one starts a contracting business because they want to spend their time on bookkeeping.

The fact is that bookkeeping is a necessary burden, although it doesn't have to be your burden to bear! Save yourself the headache and the time by passing that bookkeeping baton to a qualified third-party service.

Every hour you spend on your books is an hour that your competitor is spending with his customers.



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# SIX

## YOU AREN'T REGULARLY REVIEWING FINANCIAL REPORTS

So, you think you know bookkeeping...

Are you comfortable creating and reviewing financial reports?

How often are you measuring your profits at project level and at a company level?

Are you preparing accurate annual income statements and balance sheets to give to your CPA?

Have you done side-by-side job comparisons to see which are most worthwhile for your business?

Bookkeeping is complex. Don't cheat yourself by not seeing valuable internal financial information.



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# SEVEN

## YOUR COMPANY EXPERIENCES OR ANTICIPATES GROWTH

Congratulations, this is one of the more celebratory reasons to outsource your bookkeeping!

As your business grows, so do the number of clients, suppliers, and vendors. And so do your receivables and payables balances.

Keeping a back office up to date becomes nearly impossible if you're also juggling the demands of an expanding company. Do yourself a favor and seek out professional bookkeeping services.

You'll be happy to have the extra time to enjoy some of your success!



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**APPARATUS**  
CONTRACTOR SERVICES, LLC



[apparusteam.com](http://apparusteam.com)



(503) 833 2888



[info@ApparatusTeam.com](mailto:info@ApparatusTeam.com)



516 SE Morrison Street Suite 700  
Portland OR 97214