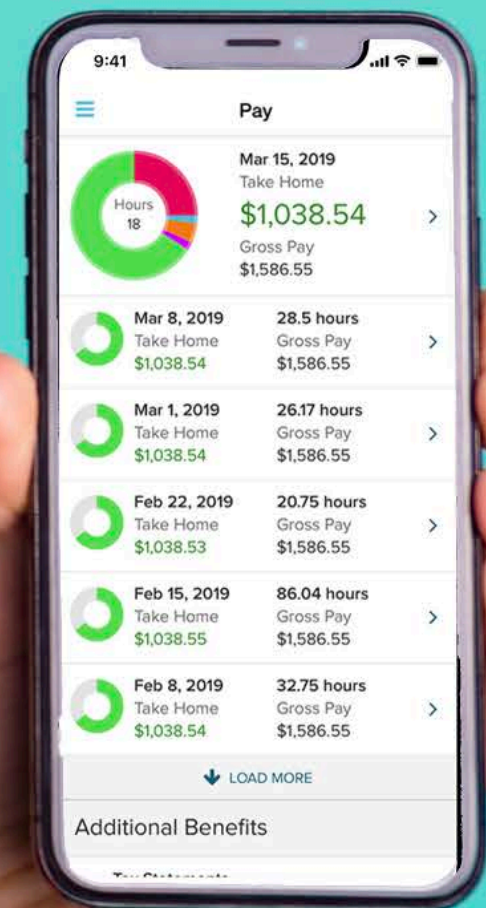




Payroll

for The Modern Firm®



presented by

 Rootworks





Payroll

for The Modern Firm®



Darren Root
Creative Director



Erron Stark
Division Vice President - Channel Sales



The top 3 trends in payroll and human capital

1

Staffing

2

Compliance

3

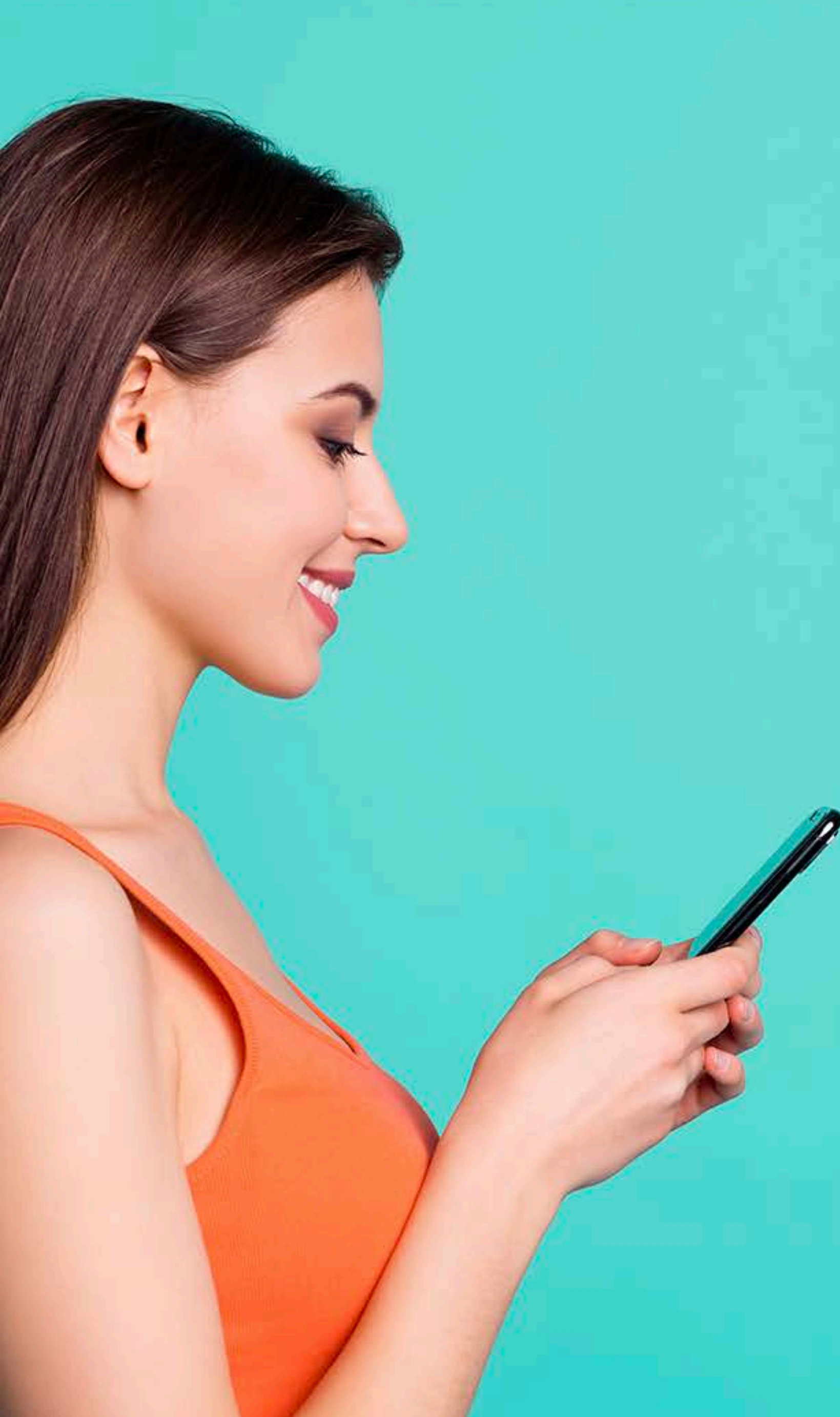
Data



4 payroll models for The Modern Firm

- 1 Outsourced payroll
- 2 In-house payroll
- 3 Hybrid payroll
- 4 Wholistic payroll





The payroll model for The Modern Firm

- 1 Cloud-based
- 2 Data insights-driven
- 3 Scalable
- 4 Mobile enhanced client experience

The payroll value proposition

- 1 Client stickiness
- 2 Amplification of the brand
- 3 Financial value

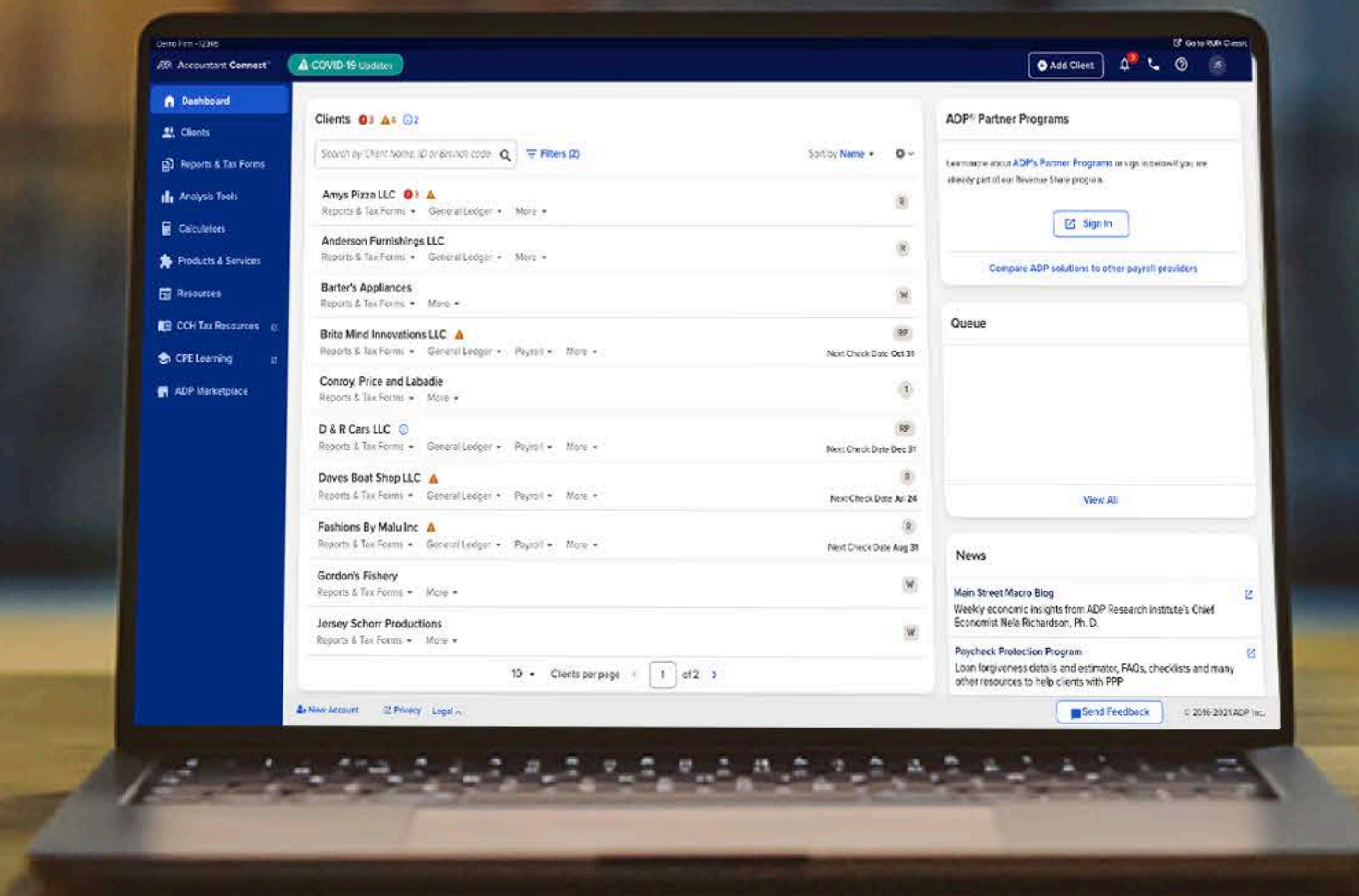


Comprehensive product offerings

- 1 Productizing
- 2 Sales tools
- 3 Pricing models

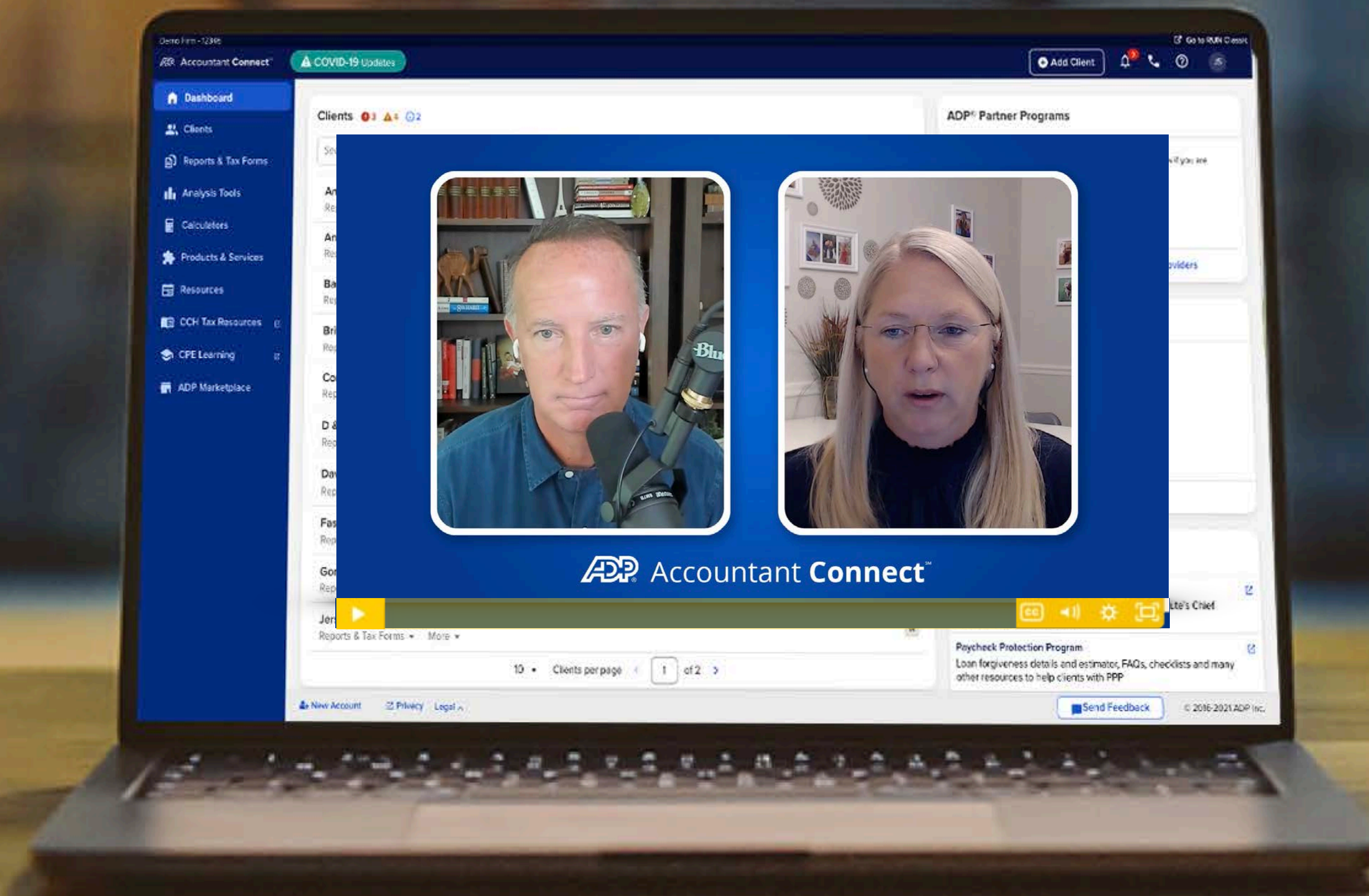


Accountant **Connect** your “home-base”



Accountant **Connect**

Certification



Rootworks payroll membership

A laptop screen showing the Rootworks dashboard. The dashboard includes a sidebar with navigation links (Dashboard, ClientView, Communication, Community, Resources), a main area with ARR (\$139,842) and MRR (\$10,066) metrics, a CLIENT BREAKDOWN donut chart, and a Prospects table. A video call window is overlaid on the right side of the screen, showing a woman named Leah Reid.

Rootworks

ARR \$139,842 MRR \$10,066

CLIENT BREAKDOWN

Prospects >

Service	Client	Date
Bookkeeping	XYZ Dental	05/04/2020
SBA Loan Assistance	ABC Brewing	04/17/2020
Audit Protection	AA cleaners	04/09/2020
SBA Loan Assistance	AA cleaners	04/07/2020
Bookkeeping	Barnett's Hot Dog Stand	04/05/2020

Leah Reid