

BST

Virtual Accounting
Solutions



BST's Virtual Accounting Solutions is proud to be a selected provider for the Benjamin Moore New Entrepreneur Program.

Welcome to the New Entrepreneur Program!

We look forward to working with you as a new partner in this great program. Within this information kit you will learn more about our services and how they benefit you as a new business owner. In short, we offer comprehensive accounting services through cloud based technologies. By trusting VAS to support your accounting requirements, NEP partners are free to focus on growing their business and avoid the burdens of hiring, training, maintaining, and retaining qualified accounting staff.

On the following pages you will find:

- Reasons to Consider Virtual Accounting Solutions
- Program Benefits Overview
- Service Offerings Exclusive for Benjamin Moore NEP Partners
- Case Study featuring Colorize, a Benjamin Moore NEP member

We encourage you to review this program information and we welcome the opportunity to assist in your growth and success. I look forward to discussing any questions you may have.

Sincerely,

Kristen Berdar, CPA, CMA Partner
BST&Co. CPA's LLP
Virtual Accounting Solutions

Stop using yesterday's information to make today's business decisions.

virtualbst.com

800.729.6700

KBerdar@bstco.com

JHogan@bstco.com



Virtual Accounting Solutions

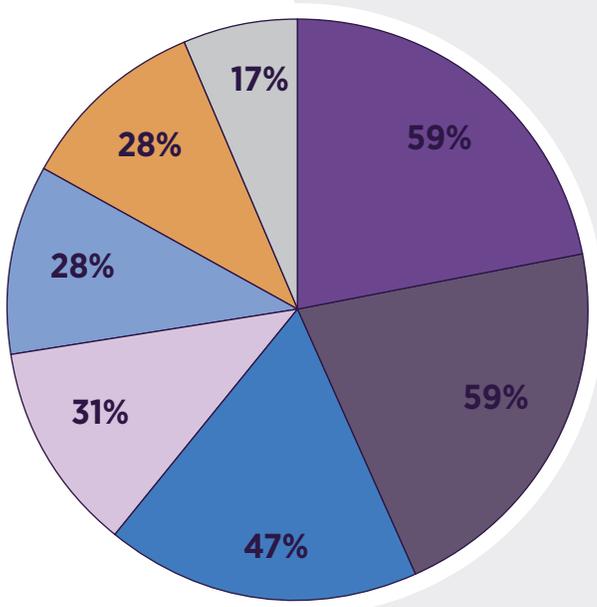


Should I consider Virtual Accounting Solutions?

Common Accounting Issues Faced By Small Businesses

- 1 Not having basic accounting knowledge
- 2 Not seeking professional help
- 3 Not following correct accounting methods
- 4 Practices nonsegregation of accounts
- 5 Unorganized receipts and documents
- 6 Not tracking expenses accurately
- 7 Delay in tax submissions

Business Efficiencies Achieved Through Outsourcing



- Cost cutting
- Focus on core business
- Optimizing Capacity
- Enhancing Service Quality
- Addressing Critical Business Needs
- Accessing Intellectual Capital
- Manage the Business Environment

BST

Virtual Accounting
Solutions



Stop working
in your business and
get back
to working on your
business!

Virtual Accounting Solutions (VAS) offers outsourced accounting and provides best in class technology solutions that are customized, scalable, and offer real time data and information that deliver actionable insights. Our team consists of experienced professionals that understand advanced operational accounting, business processes, and workflows to make managing the financial process the most efficient.

Benefits of the Program

Efficiency

Realize a more streamlined and quicker month end close process by standardizing processes and utilizing technology.

Cost Reduction

Eliminate the cost and overhead associated with hiring and managing full time staff.

Expertise

Leverage our technical and financial expert resources and access our advanced skills in the areas of budgeting and forecasting.

Empowerment

Focus on managing the business and making strategic decisions instead of spending time on daily accounting tasks.

Scalability

The right mix of professional services supplementing existing staff or acting as your entire finance infrastructure.

Visibility

Get access to vital data through real time reporting utilizing dashboards and statistical metrics.

How we help

- Manage daily accounting operations
- Maintain accounting and technology systems
- Provide strategic cash management insight
- Implement best practices for accounting policies & procedures
- Produce financial management reports
- Ensure financial oversight and manage control
- Management of Sales & Use tax
- Collaborate on strategic planning and budgeting