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Create a Financial Foundation for Your Business with
QuickBooks Solutions



Industry Spotlight: **RESTAURANTS**



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The QuickBooks Ecosystem

QuickBooks has a solution to **accelerate your growth** and **boost profits and productivity** with a portfolio of desktop and cloud-based financial and business management solutions, third-party apps*, and access to a network of experts and partners.

Thinking ERP for your next chapter?
Consider QuickBooks. We're ready to grow with you!



The QuickBooks Ecosystem provides an integrated operational hub that can help your restaurant business **streamline everything from tracking revenue and expenses to time tracking and billing clients**. A true ERP alternative, QuickBooks interoperates with more than 600 applications¹ and key partners to provide the functionality you need **without the complexity and cost associated with ERP**.

Top-rated, customizable, and flexible enough to grow with you, QuickBooks helps you **automate and streamline financial operations**, including payroll, employee time tracking, field service management, job costing, financial reporting, marketing, and more.

*Apps may require a third-party subscription. Third-party applications available on apps.com. Subject to additional terms, conditions, and fees.

Restaurant Industry Overview



Restaurant Business Landscape/Statistics

The COVID pandemic has significantly impacted the restaurant industry, which was hit harder than almost any other. Restaurants had to pivot to adapt to a digital way of doing business, including adopting contactless payment strategies, online ordering, delivery, selling additional products, and finding ways to connect with their local communities. Restaurateurs have been forced to discover innovative ways to improve on-site and off-site experiences for their customers. If not, they were left behind and as a result, many restaurants have had to shut down.

With so many different and changing requirements depending on location and local ordinances, the restaurant industry has been in a constant state of flux. With the current labor shortage, many restaurants across the country have been forced to reduce their hours of operation. According to the National Restaurant Association, restaurants still have the longest climb back to pre-coronavirus employment levels.

According to key findings of the National Restaurant Association's 2021 [State of the Industry Report](#):

- U.S. restaurants/bars will experience a 10.2% jump in 2021 (to an aggregate \$548.3 billion) based in part by pent-up demand for dining out. That increase follows a 19.2% drop during 2020.
- At the end of 2020, there were 12.5 million restaurant industry employees--down 3.1 million from expected level and more than 30% below normal.
- 110,000 restaurant locations temporarily or permanently closed.
- Takeout and delivery have become a part of people's routines with 68% of consumers more likely to purchase takeout from a restaurant than before the pandemic.
- 53% of consumers say takeout and delivery are essential to the way they live now.
- 72% of restaurant owners who closed for good say it's unlikely they'll open another restaurant concept in the months or years ahead.

The Need for Digital Transformation

Midsize restaurant firms are looking at digital solutions to transform their business and address their needs.

87%

of digital leaders agree their organization's ability to compete in the market is greatly dependent on the flexibility of their technology architecture²

74%

Rate "ease-of- use" as very important when evaluating technology³

45%

say they can't implement new digital tools at the speed management expects.⁴



Business Growth Financial Challenges

According to key findings from a [survey](#) of 500 restaurant owners and managers and 1,000 U.S. consumers regarding the future of the restaurant industry that was conducted by Square in conjunction with Wakefield Research, **digitization** will take center stage as restaurants explore ways to improve internal efficiency, deliver more multi-channel experiences, and stay connected with their customers.

76% of restaurants plan to invest and offer contactless tech in 2021 and beyond for ordering and payment options, such as touchless payments and digital/QR code menus.

Nearly **92%** of restaurants are likely to make menu changes and **48%** planning to cut items or completely change menus.

Restaurateurs are investing in digital technology to improve back house processes, with **91%** reporting they have made or plan to invest in kitchen automation technology.

Familiarize yourself with specific [restaurant industry terms](#), in the appendix.

Restaurant Industry Needs

Digital Transformation

More sophisticated, better-connected solutions improve efficiency, save time and money, increase employee productivity, provide deeper insights into business operations, improve decision-making, and ultimately customer satisfaction.

Restaurants Need a Financial Management Platform to Provide:

- [Fast, streamlined payroll](#)
- [Integrations with your Point of Sale](#)
- No Double Entry Accounting
- [Understand Cost Per Plate with Partner integrations](#)
- [Recipe Management](#)
- [Easier payment processing](#)
- [Access to business funding when needed](#)

QuickBooks Solutions for the Restaurant Industry offers a user-friendly, financial management solution that can improve your restaurant business' **efficiency, productivity and insight**, while giving you **total flexibility to scale up or down** as needed. You'll see **immediate and long-term value** from your investment.

Unique Challenges

Customized Chart of Accounts. Having a customized chart of accounts to track, itemize and categorize all their food and labor costs is vital to the run the reports the restaurant industry needs.

Managing Labor and Food Costs. Managing and maintaining accurate overhead, labor, and food costs are the three important ingredients for a successful restaurant.

Bonus Structure. General Managers of a restaurant earn their bonuses based on food and labor costs, so real time data is extremely important to the general manager of a restaurant.

Labor-Intensive Data Entry. Entering data manually, working with a PEO, purchasing food, and paying invoices is very labor intensive for restaurants because they have to count all the inventory and manually enter it into their CRM system.

Tight Margins. Restaurants run on tight margins. Understanding how changes to your menu or operations can impact your bottom line is critical to success.

Integration with Food Distributors. There are four main distributors in the food industry that make up at least 40-50% of all deliveries to restaurants (Sysco, U.S. Foods, McLane and Performance Foods). It's a challenge to find accounting software that integrates with these distributors.

Scheduling. Scheduling staff is a constant challenge for the restaurant industry, from filling in last-minute open shifts to employees wanting to swap shifts on the schedule.

Seasonality of Business for Staffing and Resource Planning. Depending on location, there may be a clear tourist season. Staffing is a consistent challenge. Over-staff and you're wasting money; under-staff, and you risk lower-quality customer service and upset patrons. Planning how to allocate staffing and other resources is important when trying to budget and plan for future endeavors.

Multiple Restaurants in Portfolio. Many restaurant owners own multiple restaurants within a portfolio or multiple franchise locations. Keeping track of these locations, including catering or food trucks, in one system can be a challenge as well as making a side-by-side comparative analysis.

Accurate Reporting to Make Adjustments. Restaurants need to see trends—like weekly and monthly pay differences, or payroll costs by kitchen, front of the house, and management—so they can make adjustments quickly.

Inventory. Every time a restaurant acquires, counts, transfers or wastes inventory, a journal entry needs to be created in their accounting software. Weekly inventory is crucial to measuring their COGS.

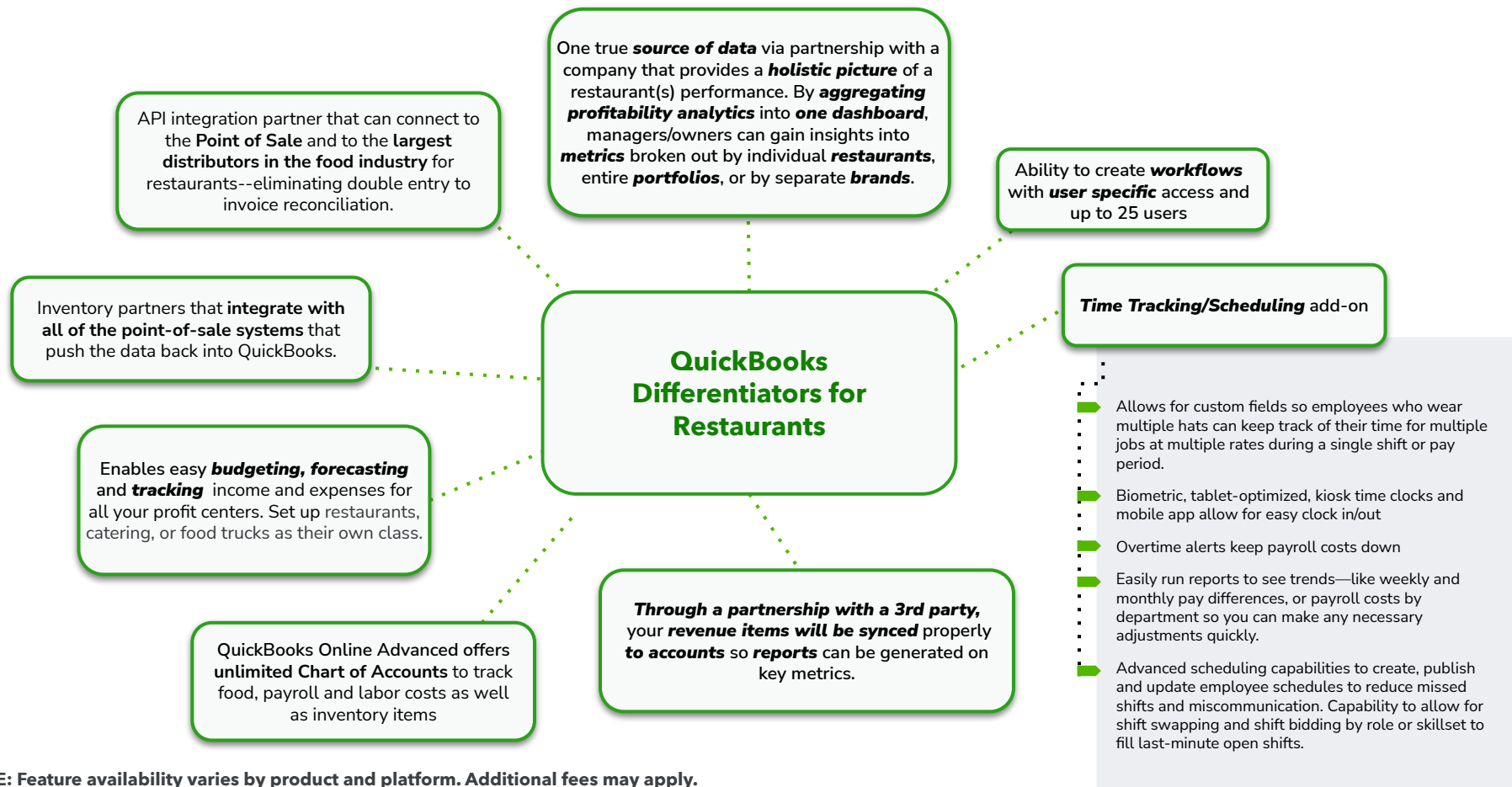
Accounting Periods. Many in the restaurant industry use monthly financial statements. They face the challenge of finding an accounting system that efficiently manages a restaurant group's finances based on the company's accounting periods and corresponding budgets. Old-school accounting solutions don't recognize the recommended 13, four-week cycles or 4/4/5-week cycles, so manual workarounds are required.

Cash Flow. Having a clear view of your restaurant(s) cash flow is important, so you know how much money is coming in and going out of your business.

Budgeting. A monthly budget is critical for your restaurant business, but you can't do that if you don't have detailed records of your expenditures as well as all sources of income.

Forecasting. Consistent financial records are necessary in order for you to be able to create realistic forecasts that you can use to plan future menus, promotions and expenditures. This is particularly important if you're looking to expand your restaurant portfolio to new locations in the near future.

Tax Compliance. When your bookkeeping and accounting are off, your financial records become inaccurate, which then affects how your taxes are reported. If an audit is conducted and the mistake is caught, you could be facing serious penalties.



NOTE: Feature availability varies by product and platform. Additional fees may apply.

Conversation Starters

Restaurants Qualifying Questions

1. The restaurant industry has had a tough year or more, how is your business enduring the pandemic?
2. I know many restaurants have had to pivot and make changes to adapt to the new normal. What changes have you implemented?
3. How many restaurants do you have?
4. What Point of Sale system are you using?
Integrate with your Point of Sale software to eliminate double entry
5. Does your current system allow you to integrate with key apps for the restaurant industry?
Connect seamlessly with the current apps you already use to keep your business running smoothly
6. How are you creating purchase orders or your invoices?
Send invoices with a Pay Now button, and accept credit cards, debit cards, and ACH bank transfer payments on the go, on any device.
7. What payroll system are you using?
Pay your employees with integrated payroll, taxes, health benefits, workers comp and more with both desktop and online payroll solutions as well as auto-payroll and same-day direct deposit
8. When you get your inventory automatically reconciled, does your current cost include paper costs? Or do you subtract the disposables from that line item? Is that a manual process?
9. What are the key restaurant metrics that you plan on tracking? What tool do you use now to track your metrics? How does it integrate with your accounting system?
10. Do your General Managers (GMs) earn their bonuses based off of performance tied to Cost of Goods (COGs) and Labor Costs?
11. Do you have one true source of data?
12. Would you be interested to hear how QuickBooks can save you both time and money?
(Pay your employees with integrated payroll, taxes, health benefits, workers' comp, and more with both QuickBooks desktop and online. Save about 4% on payroll, reduce payroll processing by about 2 hours and increase billables up to 10% with our time tracking solution)⁵



QuickBooks Key Solutions for Restaurant Industry

- ✓ Maximize and manage cash flow with accounting
- ✓ Manage payroll and labor costs to stay on budget.
- ✓ Easily track income and expenses
- ✓ Collect, report and pay sales tax faster
- ✓ Generate clear reports with actionable insights

One True Data Source/Track Data for Multiple Locations

Cost accounting dashboard, quality control, and the ability to pull data for multiple restaurants. QuickBooks Online advanced allows you to pull units and make side by side comparisons; aggregate your entire portfolio in one view; compare Profit & Loss (P&L) and balance sheets side by side, so if you have 20 restaurants, you can see them all to determine where gaps are and which ones are performing best.

Integration Partner for Inventory Management

QuickBooks has a partner that integrates with all of the Point-of-Sale systems in the marketplace. All reporting, the recipe collection, and inventory connect with every point of sale and pushes all the data back down into QuickBooks. This packages together everything a restaurant needs outside of QuickBooks and ties it all together with QuickBooks. Integrates with top 4 largest food distributors.

Unlimited Chart of Accounts

With QuickBooks Online advanced, restaurants get unlimited Chart of Accounts to track all of their food, payroll and labor costs, as well as inventory items.

Easy-to-Use

Get up and running easily with an intuitive interface and simple data migration. QuickBooks Online is in the cloud, so no need to download anything.

Customizable User Permissions

Not everyone needs access to the same data. Users only see what information you give them access to within your QuickBooks account.

Intuit Confidential Information

Get Live Bookkeeping Help*

QuickBooks Live lets you chat with a bookkeeper to review your books, run reports, and even help with bank reconciliations—giving you more time to run your restaurant.

Automate Bill and Invoice Approvals

Automate your accounting system by using customized workflow templates to streamline repetitive billing and invoicing tasks. *Only available in QuickBooks Online Advanced.*

Restaurant Insights

Gain even more insight by viewing built-in bookkeeping reports that compare performance between periods. Quickly access a P&L report that shows how much of each sales dollar you spent on each expense category so you can make decisions.

Manage Labor Costs

QuickBooks Time and **QuickBooks Payroll** (both sold separately) let employees easily log their hours for approval. Easily run reports to see trends—like weekly and monthly pay differences or payroll costs by client account—so you can make any necessary adjustments quickly. See how many hours you are paying in OT and get real-time alerts to overtime pay.

Allow Accountants Instant Access to Your QuickBooks Data

With **QuickBooks Online Advanced**, your accountant always has instant access to your account to answer questions, fix problems, and help prepare your taxes. Invite your accountant to login so they can work on your books without leaving their office. Plus, accountants receive a free version of QuickBooks designed specifically for them, called QuickBooks Online Accountant, making it even easier for them to work with you.*

Access to Comprehensive Reporting

Access to a comprehensive management reporting and financial analysis tool that takes the data from your QuickBooks account and visually lays it out in an easy, interactive report to help you pinpoint how to grow your business. Gain insights into profitability, cash flow and other KPIs that matter to the restaurant business.

Get VIP Member Service

QuickBooks Priority Circle* connects you with a dedicated account team, in-depth training and 24/7 premium technical support. (Available with paid subscription to QuickBooks Online Advanced).

Sign In Anywhere, Anytime*

QuickBooks Online is in the cloud, so there's no need to download anything. Sign in from your web browser or get a Mac/Windows app to run the software even faster .

The QuickBooks Ecosystem: Helps Businesses Thrive by Offering Customized Solutions



QuickBooks Payroll

Experience a flexible and painless payroll experience with QuickBooks Online Payroll versions. Pay your employees with integrated payroll, taxes, health benefits, workers comp and more. Tackle payday with complete confidence with Auto Payroll*, Same-Day Direct Deposit* and advanced mobile time tracking by QuickBooks Time.



QuickBooks Payments

Accept credit card payments and debit cards online. Take contactless, in-person payments with our mobile app and card reader*. Let customers pay digitally. Set recurring invoices to be automatically sent and paid. Pair Payments with a QuickBooks Checking* bank account for instant deposit* at no added fee, if eligible, and a seamless way to spend, stash and grow your money from one place. QuickBooks Payments account subject to eligibility criteria, credit, and application approval. Additional terms & conditions apply.



QuickBooks Time

Collecting and calculating employee hours is one of the most time-consuming, yet essential aspects of running a business. From gathering and correcting timesheets to manually entering employee time, payroll can eat away at hours that could be better spent in other areas of your business. QuickBooks Time's time tracking solution streamlines payroll* and offers features like mobile app, tablet-optimized time clocks, and overtime alerts.



QuickBooks Capital

Get the business funding you need when it matters to fund your future. QuickBooks Capital uses your QuickBooks data to identify funding options to help grow your business. We work with trusted partners to make it easy to match you with the right provider and get funding in as fast as one day.*



QuickBooks Commerce*

List and manage your products/services across multiple channels to increase brand awareness and grow your customer base. Track inventory and fulfillment across multiple sales channels and locations in one place. Seamless integration across all major e-commerce platforms ensures product listings, orders, and data stay up to date.



QuickBooks Live

QuickBooks Live Bookkeeping* is an online booking service that connects business owners with trusted, QuickBooks certified virtual bookkeepers. Your bookkeeper takes the lead on everyday bookkeeping and runs essential reports so you can focus on your business.



Premium Business & 3rd Party Industry-Specific App Integrations

Easily integrate with best-in-class apps for businesses like Bill.com, Salesforce, Hubspot, DocuSign, and more. Easily connect with hundreds of industry-specific apps. Apps may require a third-party subscription. Premium business apps only integrate with QuickBooks Online Advanced. Third-party applications available on apps.com. Subject to additional terms, conditions, and fees.



QuickBooks Solutions Providers

Expertise you can trust from our network of independent QuickBooks-certified Solutions Providers offer valued-added technical and business services to help mid-market businesses scale confidently and customize QuickBooks for their unique needs, such as data migration, application integration, accounting and IT consulting, complex workflows, custom reporting needs, system integrations and set up, training and support.*

QuickBooks

Key Benefits Statements & Accolades

- 600+ active third-party business and industry-specific apps to help mid-market companies run their businesses more efficiently.¹
- Serving midsize businesses since 2005
- Intuitive, easy-to-use interface
- Dedicated support & training to help midsize businesses scale quickly
- Agile and flexible solutions with integrated custom tools to simplify the complexities of your business and grow with you as your business scales
- End-to-end solutions to connect data, people, and processes to streamline and simplify operations and fuel growth
- QuickBooks is trusted by over 245K mid-sized businesses⁶
- QuickBooks Online Advanced was named on G2's 2021 lists for: High Performer for Mid-Market, Top Products for Finance, and Leader⁷
- QuickBooks Online Advanced has higher user recommendation ratings than Sage Business Cloud, MS Dynamics, NetSuite, and others⁸
- QuickBooks Desktop Enterprise is more likely to be recommended than Sage 100/300, Oracle Netsuite and Microsoft Dynamics⁹
- QuickBooks Desktop Enterprise is the highest rated mid-market reporting and analytics solutions¹⁰

Key Benefit Statements by Product



QuickBooks Time

- Over 75,000 5-star reviews¹¹
- Save 4% on Payroll! Increase billables by up to 10% Reduce payroll processing by about 2 hours⁵
- Improved compliance with real time gps location, geofencing and biometric facial recognition
- Increase productivity with enhanced workforce visibility with GPS and real time job & location tracking
- Build employee schedules by jobs or shifts. Quickly and easily edit, publish, and share the schedule
- Mobile time clock app allows you to submit and approve employee time from virtually anywhere



QuickBooks Payroll

- Approve timesheets, pay your team and create invoices on the go*
- Set payroll to run automatically and focus on your day-to-day*
- We'll calculate, file, and pay your payroll taxes for you*
- Tax penalty protection if you make an error and receive a payroll tax penalty*
- Hold onto your money longer with same-day direct deposit*
- Manage HR and employee benefits from your account*
- Expert 24/7 support via phone or online chat*

Key Benefit Statements by Product



Payments

- Make invoices instantly payable with click of a button*
- Track payments in real-time so you never have to wonder where your money is
- Set and forget recurring payments for cash flow on cruise control
- Bookkeeping to record and match payments so you can stay organized all year, in one place
- Get your money fast with next day free deposits* or instantly for extra 1% fee (if eligible).



Capital

- Get business funding when it matters
- Save time and apply for a business loan right from QuickBooks*
- Application that doesn't affect your personal credit score in any way
- No prepayment penalties*
- Flexible funding at competitive rates with no hidden fees or surprises*
- Work with a company you already trust with your books
- Get credit for what is in your books since we already know your potential
- Scale your business in way that makes sense to you

Key Benefit Statements by Product

LIVE Live

- Online bookkeeping service that connects business owners with trusted QuickBooks certified virtual bookkeepers.*
- Guaranteed accurate books.*
- Bookkeeping clean up and set up to get past books up to date and get you up and running in QuickBooks
- Ongoing bookkeeping for routine categorization and reconciliation
- Essential reporting each month to help inform business decisions
- Face tax time with confidence with accurate, tax-ready books



Solution Providers

- Network of independent Quickbooks-certified solutions experts*
- Help customize QuickBooks for the unique needs of an individual business
- Value-added technical and business services to scale confidently
- Data migration
- Application integration
- Accounting and IT consulting
- Setup, training and support
- Custom workflows and reporting
- Systems integrations

Key Benefit Statements by Product



eCommerce

- List and manage your products across multiple channels to increase brand awareness, reach more customers and make more sales
- Add new channels and manage existing ones with seamless inventory integrations
- Easily identify your highest-performing products across channels to improve your sales strategy.
- Work smarter by managing orders, tracking inventory, and optimize fulfillment from all channels within a single platform.
- Get powerful insights into all your sales data on demand. No more manual data entry.



3rd Party Apps*

- Integrates with premium, best-in-class apps* so you can manage all your people, processes, and insights under one roof
- Customize with a growing selection of industry-specific apps to meet your unique business needs for tailored end-to-end solutions
- Easy and seamless set up so you can get your integrations up and running in no time



Appendix

QuickBooks Online Advanced/Enterprise (18-21)


- Benefits [18-19](#)
- Comparison [20](#)
- Specific Ecosystem Features [21](#)

Restaurant Key Terms [22-23](#)

Marketing Assets Library [24](#)

Claims/Feature/Product Disclaimers [25-35](#)

QuickBooks is ready to grow with you.

Within the QuickBooks Suite, there are a variety of solutions that can help you address many operational needs. To determine which solution is right for your clients, review the key benefits of both QuickBooks Online Advanced and QuickBooks Enterprise on the next two slides. 



QuickBooks Online Advanced Key Benefits

- ✓ Real-time visibility and deeper insights
 - Track costs, profitability and cash flow trends in real time
 - Deeper insights with our reporting integration. Work smarter and get paid faster*
 - **Invoice 37% faster with batch invoicing**¹² Automate workflows to get more done with less room for error
 - Collaborate with your remote work team and accountant on the go
- ✓ Share the work with up to 25 users and 3 accountant seats
- ✓ Integrate with apps on one platform
 - Integrate with QuickBooks services for time tracking, payroll, and payments
 - Easily connect with **industry-specific apps*** Integrate with best-in-class apps* for business like Bill.com, Salesforce, Hubspot, DocuSign, and more
- ✓ Protected and private
 - Delegate work securely with custom user roles
 - Choose to backup data automatically to restore to a specific time and date*
 - Multi-factor authentication to help keep your account secure*
- ✓ Dedicated support and training
 - Dedicated account team through your **Priority Circle VIP*** members. Built-in training with on-demand, online training for your team (valued at \$3,000)

QuickBooks Enterprise Key Benefits



With QuickBooks Enterprise you can:

- ✓ **Scale with confidence**
 - Scale from 1 to 40 users who can all work at the same time
 - Assign user permissions so staff only have access to data they need
 - Set up new users quickly with 14 predefined user roles
- ✓ **Make better inventory decisions**
 - Manage your entire sales order fulfillment process from start to finish from one central dashboard

- ✓ **Pay employees fast right inside QuickBooks**
 - Payroll is fully integrated into QuickBooks, so you can pay employees with printed checks, direct deposit* or both. Payroll is sold separately. Additional fees apply.
 - Manage your federal and state payroll taxes and filings *
- ✓ **Gain powerful insights into your business**
 - Over 200 built-in, customizable reports tailored to your industry
 - Create your own reports based on your specific business needs
- Get paid faster and easier**
 - ✓
 - Automatic updates on when your invoice has been viewed/paid and payments sent directly to your bank account.*
 - Automatically adds, matches, and records ACH and credit transactions initiated within QuickBooks, including payments received via e-invoice*
- Simplify the complexity of pricing**
 - ✓
 - Control, customize, and automate your pricing to help improve your bottom line, save time, reduce errors, and serve customers better.
- Access Enterprise remotely from any device**
 - ✓
 - Your data is stored securely in the cloud, not at your office, giving your team access whenever and wherever they need it.*
- Time tracking helps reduce errors and increases productivity**
 - ✓
 - Compare budgeted vs. actual hours, assign jobs, track progress, sign-off on completed timesheets and projects from the mobile app with our digital signature capture
- Automate more workflows with the Salesforce CRM connector***
 - ✓
 -

QuickBooks Online Advanced/QuickBooks Enterprise

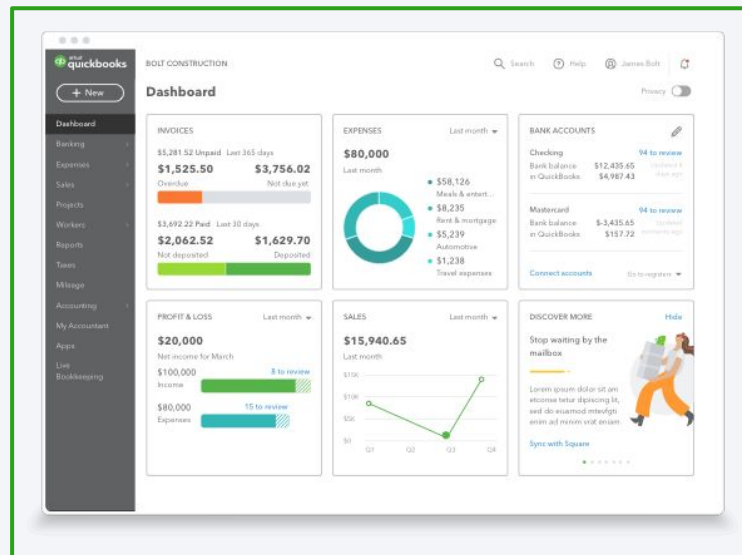
Pain Point/Challenge	QuickBooks Online Advanced	QuickBooks Enterprise
You need anytime, anywhere* access to manage workforce remotely.	Cloud-based with online data backup and restore*	Desktop software with remote-access hosting
You need to scale for growth and manage the complexities of business.	<ul style="list-style-type: none">• Up to 25 users with unlimited list items• Collect unique client data with custom fields	<ul style="list-style-type: none">• Up to 40 users and 1 million list items• Control who sees what data with custom user permissions
Inefficient workflows & manual processes create the need to complete tasks faster and stay organized for peace of mind.	<ul style="list-style-type: none">• Invoice 37% faster* and send or import batch invoices, checks, expenses and more.• Skip repetitive tasks, save time, and reduce errors from manual data entry with automated workflows*	<ul style="list-style-type: none">• Streamlined inventory management• Streamlined payroll and time tracking with QB Payroll and QB time
You need better insights on project financials and job profitability for better decision making.	<ul style="list-style-type: none">• Over 100 top-rated customizable reports, 46 custom fields• Up-to-the-minute project cost information• Real-time visibility and deeper insights with our reporting integration	<ul style="list-style-type: none">• Track business performance with industry-specific reports• Create accurate estimates, track detailed job costs and change orders
You need ongoing support.	Priority Circle* membership: Get VIP support with a dedicated account team as a QuickBooks VIP On-demand training valued at \$3000.	

Explore Specific Key QuickBooks Ecosystem Features

Get Work Done Efficiently

Click on Each Solution or Feature to Learn More

- ❑ Bill management
- ❑ Bill pay
- ❑ Business funding
- ❑ Cash flow
- ❑ Contractors
- ❑ Custom access
- ❑ Estimates
- ❑ Expenses: batch
- ❑ Income & expenses
- ❑ Invoice & payments
- ❑ Invoice: batch
- ❑ Inventory
- ❑ Live Bookkeeping
- ❑ Multi-channel commerce
- ❑ Mileage tracking
- ❑ Payroll
- ❑ Project profitability
- ❑ Reports: advanced
- ❑ Reports
- ❑ Sales and sales tax
- ❑ Tag transactions
- ❑ Tax deductions
- ❑ Time Tracking
- ❑ Users



Restaurant Key Terms (1/2)

Review the restaurant industry jargon to demonstrate expertise

Chart of Accounts	The Chart of Accounts is a listing of all accounts related to your restaurant and includes assets, liabilities, revenue, expenses, and equity. These categories are broken down into subcategories (such as marketing, restaurant supplies, and sales). The Chart of Accounts is the source of a restaurant's financial statements. Without it, getting insights into anything related to your restaurant's revenue and spending will be a headache, and getting your taxes done will be especially difficult.
Cost of Goods Sold (COGS)	<p>Cost of Goods and Services (COGS) refers to the total cost that goes into making the product someone is selling. In the restaurant industry, it refers to the cost of all of the ingredients and items on your menu. You can calculate COGS the hard way by multiplying how many items you sold of a menu item by how much it cost to make it. OR, you can calculate your COGS when you take your weekly restaurant inventory: Beginning Inventory – Ending Inventory = COGS.</p> <p>Note: Your COGS should not include labor costs or utilities. It ONLY includes the cost of the actual ingredients that make up the dishes on your menu. Your COGS is the cost of your food and beverage inventory, which directly ties to the profit you make per plate sold. Keeping tabs on this number will help you keep pricing where it needs to be, and that will let you make a healthy profit on each plate of food sold at your restaurant.</p>
Labor Costs	Labor Costs are expenses associated with payroll, payroll taxes, and employee benefits. Restaurant labor cost is pretty straightforward and includes the labor it takes to run your restaurant (Not including COGS). This means your cooks, busers, servers, hosts, and anyone who is on your payroll – from front-of-house to back-of-house. Payroll taxes and employee benefits are included in labor costs.
Fixed Costs	Fixed Costs don't change, and you can't reduce them in order to increase profits. Fixed costs are things like rent, property taxes, CAM charges, loans, utilities, and even property insurance.
Food Costs	Food Costs are what a menu item costs to prepare. The cost of a chicken entrée with meat, sauce, vegetables and starch is your food cost. Most restaurants run between a 30-40% food cost. This does not include the cost of overhead that needs to get added in before you start making a profit.
Variable Costs	Labor, utilities, vendors, maintenance, any expense that changes from month to month.

Restaurant Key Terms (2/2)

Review the restaurant industry jargon to demonstrate expertise

Occupancy Expenses	Restaurants are the ONLY type of small business that has occupancy expenses as a category on their income statements. That means knowing the difference between Occupancy Expenses and Operating Expenses is very important for restaurant owners. Occupancy expenses are fixed costs.
Operating Expenses	Operating expenses are everything else it takes to run your restaurant on a day-to-day basis (besides labor costs, COGS or fixed costs like rent). It is everything else from napkins and flatware, to laundry, equipment repairs, marketing and advertising or professional fees.
Prime Cost	<p>A restaurant's Prime Cost is $\text{COGS} + \text{labor costs}$. The Prime Cost constitutes a majority of a restaurant's expenses because it includes all of the food and beverage ingredients, as well as all payroll costs, taxes, and benefits.</p> <p>Prime cost is an important accounting term to know as a restaurant owner as it is where you have the biggest chance to avoid accounting mistakes, cut costs, and increase profits. The other fixed costs (occupancy expenses and operational expenses) aren't as easy to cut back on, and they usually make up a smaller portion of your overall expenses anyway.</p>
Cost to Sale Ratio	<p>A large restaurant will have a high prime cost, and a small restaurant will probably have a low prime cost in comparison. You can't directly compare these two businesses as it's comparing apples to oranges. In order to figure out the financial health of your business and compare your business to others without sacrificing accuracy, you or your accountant should look at your Cost-to-Sales Ratio that puts your expense categories as a percentage of sales over a specific period of time. That way, instead of just seeing high prime costs or deceiving sales numbers on their own, you can see where you're doing well, and what areas need improvement.</p> <p>For example: $\text{Food Cost-to-Sales Ratio} = (\text{Food Cost} \div \text{Food Sales}) \times 100\%$. Generally, the prime cost of a successful, sustainable restaurant business is approximately 60% of total food and beverage sales. A full-service restaurant will run a slightly higher prime cost (60-65%) than a quick service restaurant (55-60%). Other factors such as mix of product sales, pricing, operating hours, and level of food and service can impact both food and labor costs, thus affecting prime cost and prime cost to sales ratio.</p>
FIFO	First-In, First-Out is a method of inventory management based on the premise that goods bought first (first-in) are the goods sold first (first-out). This is logical from the restaurant perspective in the case of perishable goods as well as from the accounts perspective since during inflation, it yields the best value of closing inventory (the cost of goods bought first, thus cheapest, correspond best with cost of goods sold first).

QuickBooks Asset Library



Case Studies



Blog Posts



Product Overview

[Enterprise Diamond Subscription](#)
[Advanced Subcontractors](#)

Video: Enterprise
[Diamond](#)

Video: [Online Advanced](#)

Desktop payroll,
Online payroll, Time,
Payments



eBooks

[How to know when it's time to upgrade to an accounting solution](#)

[How to retain customers as your business grows ebook](#)

[How QuickBooks powers growing and mid-sized businesses](#)

[5 key metrics for fueling business performance](#)
[6 steps to optimize business processes to keep up with growth](#)

[How to price for profit: strategies to optimize pricing](#)



Webinars/Videos

Top Advanced
[Features Reporting](#) in
Advanced
Automation and
[time-saving](#)
features

¹QuickBooks Online Advanced integrates with over 600 apps to help fit the needs of your business. Based on the number of third-party applications available as of Jan 2022. Acceptance of third-party terms and conditions may be required. January 2022.

²Tech Systems [2022 State of Digital Transformation Report](#)

³Salesforce Small and Medium Business Trends Report, 4th edition, 2021. https://www.salesforce.com/content/dam/web/en_us/www/documents/reports/smb/fourth-edition-small-medium-business-trends-report.pdf

⁴Twilio surveyed over 2,500 enterprise decision makers in August 2020 about digital transformation and the results were undeniable; 97% of decision makers said the pandemic has accelerated their digital transformation initiatives and 76% of said they've increased their digital transformation budgets. While accounting departments have historically been late adopters of new technologies, now is the time to engage clients on a digital transformation strategy. <https://www.twilio.com/covid-19-digital-engagement-report>

⁵Based on a survey of 1,408 customers in the U.S. in August 2021. On average, businesses that report gross payroll costs savings save 4.00% On average, businesses that report an increase in billable time added 9.96%. Results are based on customer reported savings per week. On average, respondents who report time savings save 2.82 hours per week.

⁶245K Mid-market companies ([100K](#) for OA* and [145K](#) for ES)

⁷G2 Awards: QuickBooks Online Advanced was named a [top product](#) for finance, a momentum leader, and a high performer for mid-market and small businesses by G2, among others. [G2](#) is a business software and services review platform. As of 2021.

⁸[G2 survey](#), Spring 2021 (90% likely to recommend QuickBooks Online Advanced vs Sage Intacct, Netsuite, MS Dynamics GP)

⁹G2 Crowd Summer Grid® Report for Accounting 2021

¹⁰G2 Crowd Summer Grid® Report for Accounting 2021

¹¹Based on information collected in February 2021 from the Apple App Store, Google play store, Capterra, Software advice, G2Crowd and QB Apps.com, in which a total of 76,753 ratings out of 101,487 were 5 stars.

¹² Based off of tests comparing QuickBooks Online regular invoice workflow with QuickBooks Online Advanced multiple invoice workflow. QuickBooks Online Advanced supports the upload of 1,000 transaction lines for invoices at one time. Number of invoices imported depends on the number of transaction lines in the .CSV file. Customers received remuneration for participating in the tests.

QuickBooks Online Advanced Features

Collaborate with your accountant: You can connect up to the following for each product: 1 billable user and 2 accounting firms for QuickBooks Online Simple Start, 3 billable users and 2 accounting firms for QuickBooks Online Essentials, 5 billable users and 2 accounting firms for QuickBooks Online Plus, 25 billable users and 3 accounting firms for QuickBooks Online Advanced. Accounting firms must connect using QuickBooks Online Accountant.

QuickBooks Payments: QuickBooks Payments account subject to eligibility criteria, credit and application approval. Additional terms, conditions and fees apply.

Mileage tracking: Mileage tracking is only available to the master administrator of the QuickBooks Online account. Requires QuickBooks Online mobile ("QBM") application. The QuickBooks Online mobile app works with iPhone, iPad, and Android phones and tablets. Devices sold separately; data plan required. Not all features are available on the mobile apps and mobile browser. QuickBooks Online mobile access is included with your QuickBooks Online subscription at no additional cost. Data access is subject to cellular/internet provider network availability and occasional downtime due to system and server maintenance and events beyond your control. Product registration required.

Mobile signatures: Requires QuickBooks Online mobile application. The QuickBooks Online mobile app works with iPhone, iPad, and Android phones and tablets. Devices sold separately; data plan required. Not all features are available on the mobile apps and mobile browser. QuickBooks Online mobile access is included with your QuickBooks Online subscription at no additional cost. Data access is subject to cellular/internet provider network availability and occasional downtime due to system and server maintenance and events beyond your control. Product registration required.

Pay-enabled invoices: Requires a separate QuickBooks Payments account which is subject to eligibility criteria, credit, and application approval. Additional fees may apply. Additional terms and conditions apply.

Third party apps: Third party applications available on apps.com. Subject to additional terms, conditions, and fees. **Premium Apps:** Apps may require a third-party subscription. Subject to additional eligibility criteria and fees.

Automated 1099 e-file & delivery: Prepare your 1099s in QuickBooks at no extra charge. If you choose the 1099 E-File Service, Intuit will e-file your Federal 1099 information with the IRS, and then print and mail a copy directly to your contractors; fees apply. As part of the paid 1099 E-File Service, we also give your contractors online access to their 1099s. State filing not included. You should check with your state agency on any state filing requirements.

Bill Pay: Bill Pay services powered by Melio with funds held by Evolve Bank & Trust or Silicon Valley Bank (members of the FDIC and the Federal Reserve). Requires a Melio account and acceptance of their Terms of Service and Privacy Statement. Subject to additional terms, conditions, and fees.

Accelerated Invoicing: QuickBooks Online Advanced supports the upload of 1000 transaction lines for invoices at one time. 20% faster based off of internal tests comparing QuickBooks Online regular invoice workflow with QuickBooks Online Advanced multiple invoice workflow.

Account team benefits for Priority Circle: Only available with a paid subscription. Trial customers have access to QuickBooks Online Advanced product experts.

Priority Circle: Membership in Priority Circle and its benefits are available only to customers located in the 50 United States, including DC, who have an active, paid subscription to QuickBooks Online Advanced. Eligibility criteria may apply to certain products. When customers no longer have an active, paid subscription, they will not be eligible to receive benefits. Phone and messaging Premium support is available 24/7. Support hours exclude occasional downtime due to system and server maintenance, company events, observed U.S. holidays and events beyond our control. Intuit reserves the right to change these hours without notice. Terms, conditions, pricing, service, support options, and support team members are subject to change without notice.

Automatic Categorization: QuickBooks Online automatically categorizes newly imported transactions under existing categories and will initially require confirmation.

Enhanced Custom Fields: Up to 48 unique active custom fields available only in Sales forms, Purchase Orders, and Customer Info. If a unique custom field is duplicated in any of the aforementioned templates, the number of customizable fields will decrease.

References to Mobile or Connecting with a team “wherever they are” or “anywhere”

Anywhere Access - QuickBooks Online Advanced Mobile: QuickBooks Online Advanced requires a computer with a supported Internet browser (see [System Requirements](#) for a list of supported browsers) and an Internet connection (a high-speed connection is recommended). The QuickBooks Online mobile app works with iPhone, iPad, and Android phones and tablets. Devices sold separately; data plan required. Not all features are available on the mobile apps and mobile browser. QuickBooks Online mobile access is included with your QuickBooks Online subscription at no additional cost. Data access is subject to cellular/internet provider network availability and occasional downtime due to system and server maintenance and events beyond your control. Product registration required.

Instant file access for accountants: You can connect up to the following for each product: 1 billable user and 2 accounting firms for QuickBooks Online Simple Start, 3 billable users and 2 accounting firms for QuickBooks Online Essentials, 5 billable users and 2 accounting firms for QuickBooks Online Plus, 25 billable users and 3 accounting firms for QuickBooks Online Advanced. Accounting firms must connect using QuickBooks Online Accountant.

Remote multi-user access: You can connect up to 25 billable users and 3 accounting firms for QuickBooks Online Advanced. Accounting firms must connect using QuickBooks Online Accountant.

Unlimited customer support: For hours of support and how to contact support, click [here](#).

Automatic data backup and restore: QuickBooks Online uses technical and administrative security measures such as, but not limited to, firewalls, encryption techniques, and authentication procedures, among others, to work to maintain the security of your online session and information.

Batch Invoicing - One-click payment enabled: QuickBooks Payments account and setup are required. Subject to eligibility criteria, credit, and application approval.

Industry Benchmarks: Feature availability varies and is dependent on available data. Only supports businesses which use accrual accounting.

Connect your bank and credit cards: Online services vary by participating financial institutions or other parties and may be subject to application approval, additional terms, conditions, and fees.

Create and assign tasks from any device: Task management requires a supported internet browser and an internet connection (a high-speed connection is recommended). Feature is unavailable on QuickBooks Online mobile.

Receipt Capture. Requires QuickBooks Online mobile application. The QuickBooks Online mobile app works with iPhone, iPad, and Android phones and tablets. Devices sold separately; data plan required. Not all features are available on the mobile apps and mobile browser. QuickBooks Online mobile access is included with your QuickBooks Online subscription at no additional cost. Data access is subject to cellular/internet provider network availability and occasional downtime due to system and server maintenance and events beyond your control. Product registration required.

QuickBooks Online Advanced Integration Disclaimers

Third Party Apps: Apps may require a third-party subscription. Third party applications available on apps.com. Subject to additional eligibility criteria, terms, conditions, and fees.

Premium Apps: Apps may require a third-party subscription. Subject to additional eligibility criteria, terms, conditions, and fees.

Bill Pay by Bill.com: Bill Pay is provided by Bill.com. See Bill.com's [Privacy Notice](#) and [Terms of Service](#). Additional fees will apply, including for transaction services, more information can be found [here](#).

QuickBooks Online Payroll: Requires a separate QuickBooks Online Payroll subscription. Additional fees will apply. For more information about QuickBooks Online Payroll see [here](#).

QuickBooks Payments: Requires a separate QuickBooks Payments subscription. QuickBooks Payments account subject to eligibility criteria, credit and application approval. E-invoicing QuickBooks Payments is an optional fee-based service. Additional terms and conditions apply.

Salesforce® Connector app by QuickBooks: Available to QuickBook Online Advanced subscribers only. Requires a Salesforce account, acceptance of Salesforce [Master Subscription Agreement](#) and [Privacy Statement](#). Integration supports Salesforce Professional and Enterprise only. Additional fees will apply. Features are accessible to only company admin roles. Connector only supports USD currency.

LeanLaw: Requires a QuickBooks Online Advanced subscription and acceptance of the LeanLaw [Service Terms and Conditions](#) and [Privacy Policy](#). Additional fees will apply.

LeanLaw Offer and Disclosure: Get 25% off LeanLaw for the first 3 months

Sign-up for LeanLaw discount using the “Get app now” button. Only new LeanLaw users are eligible for this offer. Offer expires 12/31/2021; and cannot be combined with any other offer from LeanLaw. Discount applied to the monthly user price for LeanLaw plan selected, starting from the date of enrollment, followed by the then-current monthly user price. Additional terms, conditions, and privacy policy apply and are subject to change without notice.

DocuSign BETA Disclaimer: Offer valid only for existing QuickBooks Online Advanced customers who received an invitation from the QuickBooks team, and those who qualify and complete the study. Eligible BETA participants can connect to the DocuSign BETA release for free for a limited time only. Requires a DocuSign subscription and acceptance of DocuSign's Terms of Service and Privacy Statement.

[Bill.com](#) [\[MSD\]](#)

Mailchimp integration: QuickBooks Online and Mailchimp sold separately. Integration available.

Mailchimp Free Plan: The Mailchimp Free Marketing Plan is ideal for beginners who want to grow their audience and create campaigns while testing out some of Mailchimp's tools and features. If you are a business that needs more features and contacts, a paid plan may be more appropriate.

QuickBooks Online Payroll Feature Disclaimers

Auto Payroll: Available if setup for employees and the company are complete, all employees are salaried employees, or hourly employees on default hours, and set up on direct deposit. Requires bank verification, the account must not have been on hold in the last 6 months, and the first payroll must have been run successfully.

Automated tax payments and filings: Automated tax payments and filing available for state and federal taxes. Enrollment in e-services is required for tax payments and filings only. Automated tax payments and filings for local taxes available in QuickBooks Online Payroll Premium and Elite only.

Health Benefits: Powered by SimplyInsured and requires acceptance of SimplyInsured's [privacy policy](#) and [Terms of Service](#). Additional fees will apply. SimplyInsured does not offer insurance in HI, VT, and DC. Insurance coverage eligibility is not guaranteed, and depends solely on the rules of the insurance carrier. The insurance carrier has sole and final discretion as to the eligibility for health insurance products.

24/7 expert product support: 24/7 customer support is included with your paid subscription to QuickBooks Online Payroll Elite. Chat support available 24/7. U.S. based phone support is available Monday through Friday 6 AM to 6 PM PT and Saturday 6 AM to 3 PM PT. Non-US based phone support is available Monday through Friday 6 PM to 6 AM PT, on Saturday 3 PM to 6 AM PT and on Sundays. Your subscription must be current. Intuit reserves the right to limit the length of the call. Terms, conditions, features, pricing, service, and support are subject to change without notice.

Expert review: Available upon request for QuickBooks Online Payroll Premium and Elite.

Expert product support: Included with your paid subscription to QuickBooks Online Payroll. Chat support available 24/7. U.S. based phone support is available Monday through Friday 6 AM to 6 PM PT and Saturday 6 AM to 3 PM PT. Your subscription must be current. Get more information on how to [contact support](#). Intuit reserves the right to limit the length of the call. Terms, conditions, features, pricing, service and support are subject to change without notice.

Same-day direct deposit: Available to QuickBooks Online Payroll Premium and Elite users. Payroll processed before 7 AM PT shall arrive the same business day (excluding weekends and holidays). Requires setup of direct deposit and bank verification. Same-day direct deposit may be subject to eligibility criteria. Deposit delays may vary because of third party delays, risk reviews, or issues beyond Intuit's control. Same-day direct deposit available only for employees.

HR services: HR support is provided by experts at Mineral, Inc. Requires acceptance of Mineral's [Privacy Policy](#) and [Terms of Service](#). HR support center is available only to QuickBooks Online Premium and Elite subscriptions. HR advisor support is only available in QuickBooks Online Payroll Elite. HR support is not available to accountants who are calling on behalf of their clients.

QuickBooks Time: Additional fees may apply. Time tracking included in the QuickBooks Online Payroll Premium and Elite subscription services. Features vary. The QuickBooks Time mobile app works with iPhone, iPad, and Android phones and tablets. Devices sold separately; data plan required. Not all features are available on the mobile apps and mobile browser. QuickBooks Time mobile access is included with your QuickBooks Online Payroll Premium and Elite subscription at no additional cost. Data access is subject to cellular/internet provider network availability and occasional downtime due to system and server maintenance and events beyond your control. Product registration required.

QuickBooks Time Mobile: The QuickBooks Time mobile app works with iPhone, iPad, and Android phones and tablets. Devices sold separately; data plan required. Not all features are available on the mobile apps and mobile browser. QuickBooks Time mobile access is included with your QuickBooks Online Payroll Premium and Elite subscription at no additional cost. Data access is subject to cellular/internet provider network availability and occasional downtime due to system and server maintenance and events beyond your control. Product registration required.

Anytime & Anywhere—QuickBooks Online Payroll Mobile App: The QuickBooks Online Payroll mobile app works with iPhone, iPad, and Android phones and tablets. Devices sold separately; data plan required. Not all features are available on the mobile apps and mobile browser. QuickBooks Online Payroll mobile access is included with your QuickBooks Online Payroll subscription at no additional cost. Data access is subject to cellular/internet provider network availability and occasional downtime due to system and server maintenance and events beyond your control. Product registration required.

Workers' comp administration: Benefits are powered by AP Intego and require acceptance of AP Intego's [Privacy Policy](#) and [Terms of Use](#). Additional fees will apply. There is a monthly fee (currently, \$5 per month) for QuickBooks Online Payroll Core users for the QuickBooks Workers' Comp Payment Service. This non-refundable fee will be automatically added to each monthly Intuit invoice at the then-current price until you cancel. The fee is separate from any workers' comp insurance policy premium by AP Intego Insurance Group. Workers' Compensation Service requires an active and paid QuickBooks payroll subscription. Eligibility criteria applies to transfer active insurance policy broker of record, including insurance carrier, policy renewal date, and payment method. Workers compensation insurance is not available in OH, ND, WA and WY

Anytime & Anywhere—QuickBooks Online Payroll Mobile App: The QuickBooks Online Payroll mobile app works with iPhone, iPad, and Android phones and tablets. Devices sold separately; data plan required. Not all features are available on the mobile apps and mobile browser. QuickBooks Online Payroll mobile access is included with your QuickBooks Online Payroll subscription at no additional cost. Data access is subject to cellular/internet provider network availability and occasional downtime due to system and server maintenance and events beyond your control. Product registration required.

Auto Payroll: Available if setup for the company is complete. At least one employee has completed setup and has consistent payroll that qualifies for automation (i.e. salaried or hourly with default). Company must complete bank verification if Employee has direct deposit as the payment method, and the first payroll must run successfully. The account must not have a hold.

Automated tax payments and filings: Automated tax payments and filing available for state and federal taxes. Enrollment in e-services is required for tax payments and filings only. Automated tax payments and filings for local taxes available in QuickBooks Online Payroll Premium and Elite only.

Automated 1099 e-file & delivery: Prepare your 1099s in QuickBooks at no extra charge. If you choose the 1099 E-File Service, Intuit will e-file your Federal 1099 information with the IRS, and then print and mail a copy directly to your contractors; fees apply. As part of the paid 1099 E-File Service, we also give your contractors online access to their 1099s. State filing not included. You should check with your state agency on any state filing requirements.

Automatically calculate health benefits: Must sign-up for benefits through SimplyInsured in order for QuickBooks Online Payroll to automatically calculate employee benefit deductions. Insurance coverage eligibility is not guaranteed and depends solely on the rules of the insurance carrier. The insurance carrier has sole and final discretion as to the eligibility for health insurance products.

Contractor payments: Subscription to QuickBooks Online Payroll is required. Money movement services are provided by Intuit Payments Inc. subject to eligibility criteria, credit and application approval. Payments processed before 5PM PST the day before, arrive the next business day (excluding weekends and holidays). Individual deposit times may vary because of third party delays, risk reviews, or issues beyond Intuit Payment Inc.'s control.

Expert setup: Available to QuickBooks Online Payroll Elite users only.

Expert product support: Included with your paid subscription to QuickBooks Online Payroll. Chat support available 24/7. U.S. based phone support is available Monday through Friday 6 AM to 6 PM PT and Saturday 6 AM to 3 PM PT. Your subscription must be current. Get more information on how to [contact support](#). Intuit reserves the right to limit the length of the call. Terms, conditions, features, pricing, service and support are subject to change without notice.

24/7 expert product support: 24/7 customer support is included with your paid subscription to QuickBooks Online Payroll Elite. Chat support available 24/7. U.S. based phone support is available Monday through Friday 6 AM to 6 PM PT and Saturday 6 AM to 3 PM PT. Non-US based phone support is available Monday through Friday 6 PM to 6 AM PT, on Saturday 3 PM to 6 AM PT and on Sundays. Your subscription must be current. Intuit reserves the right to limit the length of the call. Terms, conditions, features, pricing, service, and support are subject to change without notice.

Expert review: Available upon request for QuickBooks Online Payroll Premium and Elite.

Garnishments and deductions: Available for employees only. User is responsible for setting the garnishment amount and making the garnishment payment to the appropriate entity.

Health benefits: Powered by SimplyInsured and requires acceptance of SimplyInsured's [Privacy Policy](#) and [Terms of Use](#). Additional fees will apply. SimplyInsured does not offer insurance in HI, VT, and DC. Insurance coverage eligibility is not guaranteed, and depends solely on the rules of the insurance carrier. The insurance carrier has sole and final discretion as to the eligibility for health insurance products.

HR services: HR support is provided by experts at Mineral, Inc. Requires acceptance of Mineral's [Privacy Policy](#) and [Terms of Service](#). HR support center is available only to QuickBooks Online Payroll Premium and Elite subscriptions. HR advisor support is only available in QuickBooks Online Payroll Elite. HR support is not available to accountants who are calling on behalf of their clients.

Next-day direct deposit: Payroll processed before 5 PM PT the day before shall arrive the next business day (excluding weekends and holidays). Requires setup of direct deposit and bank verification. May be subject to eligibility criteria. Deposit delays may occur because of third party delays, risk reviews, or issues beyond Intuit's control. Available for contractors and employees. Additional fees may apply to direct deposit for contractors.

Same-day direct deposit: Available to QuickBooks Online Payroll Premium and Elite users only. Payroll processed before 7 AM PT shall arrive the same business day (excluding weekends and holidays). Requires setup of direct deposit and bank verification. May be subject to eligibility criteria. Deposit delays may vary because of third party delays, risk reviews, or issues beyond Intuit's control. Available only for employees, not available for contractors.

Overtime: Automated overtime identifies potentially incorrect overtime hours based on current laws and regulations; business owners have full control and can decline this suggestion in product. Ultimately, business compliance rests on the shoulders of business owners themselves. This feature is not intended to replace legal payroll advice from a professional.

Available with QuickBooks Online Payroll Core users, for free with their Payroll subscription (Customers using Premium and Elite payroll can set up custom overtime rules using TSheets). All employees and the company have to be located in the same state and have overtime selected as an employee pay type. Businesses in AK, CA, CO, NV, KY states must enter employee hours using QBO Timesheets to view automated overtime recommendations. Companies located in all other states can use QBO Timesheets to track employee hours, but are not required to do so in order to see automated overtime recommendations. Business owners must be using a weekly pay schedule to pay employees.

QuickBooks Time: Time tracking included in the QuickBooks Online Payroll Premium and Elite subscription services. Features vary. The QuickBooks Time mobile app works with iPhone, iPad, and Android phones and tablets. Devices sold separately; data plan required. Not all features are available on the mobile apps and mobile browser. Data access is subject to cellular/internet provider network availability and occasional downtime due to system and server maintenance and events beyond your control. Product registration required.

QuickBooks Workforce: Available to employees. Requires an Intuit Account and acceptance of the Intuit [Terms of Service](#) and [Privacy Statement](#).

Workers' comp administration: Benefits are powered by AP Intego and require acceptance of AP Intego's [Privacy Policy](#) and [Terms of Use](#). Additional fees will apply. There is a monthly fee (currently, \$5 per month) for QuickBooks Online Payroll Core users for the QuickBooks Workers' Comp Payment Service. This non-refundable fee will be automatically added to each monthly Intuit invoice at the then-current price until you cancel. The fee is separate from any workers' comp insurance policy premium by AP Intego Insurance Group. Workers' Compensation Service requires an active and paid QuickBooks payroll subscription. Eligibility criteria applies to transfer active insurance policy broker of record, including insurance carrier, policy renewal date, and payment method. Workers compensation insurance is not available in OH, ND, WA and WY.

1099 e-file service pricing: 1099 E-File Service minimum of \$14.99 includes 3 forms. Forms 4-20 are \$3.99 each. Forms 21 and up are free. Early Bird E-File Service pricing is available through January 16: minimum of \$12.99 includes 3 forms. Forms 4-20 are \$2.99 each. Forms 21 and up are free.

QuickBooks Payroll Integration Disclaimers

QuickBooks Online Payroll integrates with QB Cash

QuickBooks Payment and QuickBooks Cash accounts: Users must apply for both QuickBooks Payment and QuickBooks Cash accounts. QuickBooks Payments' Merchant Agreement and QuickBooks Cash account's Deposit Account Agreement apply. Banking services and QuickBooks Visa® Debit Card issued by Green Dot Bank, Member FDIC, pursuant to license from Visa U.S.A. Inc. Green Dot Bank operates under the following registered trade names: GoBank, Green Dot Bank and Bonneville Bank. Registered trade names are used by, and refer to, a single FDIC-insured bank, Green Dot Bank. Deposits under any of these trade names are deposits with Green Dot Bank and are aggregated for deposit insurance coverage. Account funds are FDIC-insured up to the allowable limits upon verification of Cardholder's identity. Visa is a registered trademark of Visa International Service Association. Green Dot is a registered trademark of Green Dot Corporation. ©2020 Green Dot Corporation. All rights reserved. QuickBooks products and services are not provided by Green Dot Bank.

QuickBooks Checking Feature Disclaimers

Instant Deposit at no extra cost: Includes use of Instant Deposit without the additional cost. Instant Deposit is an additional service offered by QuickBooks Payments subject to eligibility criteria. Standard rates apply for ACH, swiped, invoiced, and keyed card transactions. Deposits are sent to the bank account linked to your QuickBooks Debit Card in up to 30 minutes. Deposit times may vary for third party delays.

Cash flow planner: Cash flow planning is provided as a courtesy for informational purposes only. Actual results may vary.

Tax ready books: QuickBooks Live does not include tax preparation services or assistance with tax preparation, or assurance services. Consult a tax preparer for tax advice related to the preparation of your tax return. QuickBooks Live Cleanup services are from the date of your last business tax return through the end of the calendar month of first sign-up to QuickBooks Live Bookkeeping.

QuickBooks Payments: QuickBooks Payments account subject to eligibility criteria, credit and application approval. Subscription to QuickBooks Online is required.

QuickBooks Checking Account opening is subject to identity verification and approval by Green Dot Bank. QuickBooks and Intuit are a technology company, not a bank. Banking services provided by our partner, Green Dot Bank.

QuickBooks Payments and QuickBooks Checking accounts: Users must apply for both QuickBooks Payments and QuickBooks Checking accounts when bundled. QuickBooks Payments' [Merchant Agreement](#) and QuickBooks Checking account's [Deposit Account Agreement](#) apply.

QuickBooks Checking account: Banking services provided by and the QuickBooks Visa® Debit Card is issued by Green Dot Bank, Member FDIC, pursuant to license from Visa U.S.A. Inc. Green Dot Bank operates under the following registered trade names: GoBank, GO2bank and Bonneville Bank. Registered trade names are used by, and refer to, a single FDIC-insured bank, Green Dot Bank. Deposits under any of these trade names are deposits with Green Dot Bank and are aggregated for deposit insurance coverage up to the allowable limits. Green Dot is a registered trademark of Green Dot Corporation. ©2021 Green Dot Corporation. All rights reserved. QuickBooks products and services, including Instant Deposit, QuickBooks Payments, Cash flow planning / forecasting are not provided by Green Dot Bank.

QuickBooks Commerce Integration: QuickBooks Online and QuickBooks Commerce sold separately. Integration available.

Cancellation policy: There's no contract or commitment. You're free to switch plans or cancel any time. Terms, conditions, pricing, features, service and support are subject to change without notice.

QuickBooks Payments Feature Disclaimers

QuickBooks Payments account: Account subject to eligibility criteria, credit, and application approval. Subscription to QuickBooks Online may be required.

Next-day deposit: Next-day deposit features are subject to eligibility criteria. We anticipate that a large majority of customers who use bank transfers (ACH) with QuickBooks Payments will receive next day bank transfer (ACH) deposits as transaction history is established. New payments customers will be notified when next day bank transfer (ACH) eligibility is established. For next day deposits, payments processed before 3:00 PM PT arrive at your bank the next business day (excluding weekends and holidays). Deposit times may vary for other payment methods, third party delays or risk reviews. Subscription to QuickBooks Online may be required. **Pay when you want with same-day direct deposit⁴**

Manage your time and money with same-day direct deposit. Run payroll by 7 AM PT / 10 AM ET for deposit by 5 PM PT / 8 PM ET.

QuickBooks Live Bookkeeping Usage Limits: Some basic bookkeeping and services may not be included as part of the service and will be determined by your QuickBooks Live Bookkeeper. You'll get help based on the information you provide. QuickBooks Live Bookkeeping is designed to do a basic cleanup of your books.

QuickBooks Live pricing tiers: QuickBooks Live is available in three different pricing tiers, depending on your company's average monthly expenses amount over a period of three consecutive months. If your monthly average is \$0-25,000 per month, the monthly price for QuickBooks Live is \$200. If your monthly average is \$25,001-150,000, the monthly price for QuickBooks Live is \$400. If your monthly average is \$150,001 or more, the monthly price for QuickBooks Live is \$600.

QB Checking Product Information Disclaimers

QuickBooks Checking Account opening is subject to identity verification and approval by Green Dot Bank.

QuickBooks and Intuit are a technology company, not a bank. Banking services provided by our partner Green Dot Bank.

QuickBooks Payments and QuickBooks Checking accounts: Users must apply for both QuickBooks Payments and QuickBooks Checking accounts when bundled. QuickBooks Payments' [Merchant Agreement](#) and QuickBooks Checking account's [Deposit Account Agreement](#) apply.

QuickBooks Checking account: Banking services provided by and the QuickBooks Visa® Debit Card is issued by Green Dot Bank, Member FDIC, pursuant to license from Visa U.S.A., Inc. Green Dot Bank operates under the following registered trade names: GoBank, GO2bank and Bonneville Bank. Registered trade names are used by, and refer to, a single FDIC-insured bank, Green Dot Bank. Deposits under any of these trade names are deposits with Green Dot Bank and are aggregated for deposit insurance coverage up to the allowable limits. Green Dot is a registered trademark of Green Dot Corporation. ©2022 Green Dot Corporation. All rights reserved. QuickBooks products and services, including Instant Deposit, QuickBooks Payments, Cash flow planning / forecasting are not provided by Green Dot Bank.

Payments' [Merchant Agreement](#) applies. QuickBooks Payments account subject to credit and application approval. Subscription to QuickBooks Online required.

FDIC insured up to \$250,000: QuickBooks Checking Account funds are FDIC-insured up to the allowable limits through Green Dot Bank, Member FDIC upon verification of Cardholder's identity. Coverage limit is subject to aggregation of all of Cardholder's funds held on deposit at Green Dot Bank.

Instant Deposit at no extra cost: Includes use of Instant Deposit without the additional cost. Instant Deposit is an additional service offered by QuickBooks Payments subject to eligibility criteria. Standard rates apply for ACH, swiped, invoiced, and keyed card transactions. Deposits are sent to the bank account linked to your QuickBooks Debit Card in up to 30 minutes. Deposit times may vary for third party delays.

Next-day deposit: Next-day deposit feature subject to eligibility criteria. Payments processed before 3:00 PM PT typically arrive at your bank the next business day (excluding weekends and holidays). Deposit times may vary for other payment methods, third party delays or risk reviews.

Cash flow planner: Cash flow planning is provided as a courtesy for informational purposes only. Actual results may vary.

Envelopes: You can create up to 9 Envelopes. Money in Envelopes must be moved to the available balance in your primary deposit account before it can be used. Envelopes earn interest as well. Each Envelope will automatically earn interest once created, which will be separately tracked from the primary account and any other Envelope. The interest will be applied to deposit balances in each individual Envelope at the end of your Billing Cycle. See [Deposit Account Agreement](#) for terms and conditions.

Tax Envelope: You can create no more than one Envelope that will automatically calculate sales tax (an AST Envelope) and up to 9 Envelopes in total. Money in AST Envelope must be moved to the QuickBooks Checking primary balance before it can be used with your debit card or transferred out of the account. AST Envelope will automatically earn interest once created and funds deposited, which will be separately tracked from the primary account and any other Envelope. The interest will be applied to your balance in the AST Envelope at the end of your Billing Cycle. See [Deposit Account Agreement](#) for terms and conditions. Sales tax calculations for AST Envelope are provided as a courtesy for informational purposes only. Actual results may vary.

Fee-free ATM withdrawals: Fee-free ATM access applies to in-network AllPoint ATMs only (up to 4 withdrawals per statement cycle). For out-of-network ATMs and bank tellers, a \$3 fee will apply, plus any additional fees charged by the ATM owner or bank. See app for fee-free ATM locations.

Bill Pay: Bill Pay services powered by Melio with funds held by Evolve Bank & Trust or Silicon Valley Bank (members of the FDIC and the Federal Reserve).

Annual percentage yield: The annual percentage yield ("APY") is accurate as of September 1, 2021 and may change at our discretion at any time. The APY is applied to deposit balances within your primary QuickBooks Checking account and each individual Envelope. We use the average daily balance method to calculate interest on your account. See [Deposit Account Agreement](#) for terms and conditions.

National average interest rate: The average interest rate is based on the Federal Deposit Insurance Corporation's national rate published the week of October 18, 2021. [Learn more.](#)

No monthly fees: Other fees and limits apply. See [Deposit Account Agreement](#) for details.

QuickBooks Checking Claims Disclaimers

Claims

1. Industry-leading APY. Competitive rate information based on publicly available data for small business checking accounts provided by the largest national and online banks as of January 15, 2021. APYs are subject to change at any time.

2. 33x U.S. average APY. Average interest rate: The average interest rate is based on the Federal Deposit Insurance Corporation's national rate published the week of October 18, 2021. [Learn more](#)

Terms, conditions, pricing, special features, and service and support options subject to change without notice.

Money by QuickBooks is a standalone Intuit product and currently does not connect with other QuickBooks products such as QuickBooks Online (and QuickBooks Checking), QuickBooks Self-Employed, and GoPayment.

QuickBooks Payments: QuickBooks Payments required to use Money by QuickBooks account. QuickBooks Payments account subject to eligibility criteria, credit and application approval. QuickBooks Payments' [Merchant Agreement](#) applies.

Money by QuickBooks account: Money by QuickBooks account opening is subject to identity verification and approval by Green Dot Bank. Banking services provided by and QuickBooks Visa Debit Card are issued by Green Dot Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. Visa is a registered trademark of Visa International Service Association. Money by QuickBooks [Deposit Account Agreement](#) applies. QuickBooks products and services, including QuickBooks Payments and Same Day Deposit, are not provided by Green Dot Bank. Debit account is not a savings account.

Money by QuickBooks Feature Disclaimers

FDIC insured up to \$250,000: Money by QuickBooks account funds are FDIC-insured up to the allowable limits through Green Dot Bank, Member FDIC upon verification of Cardholder's identity. Coverage limit is subject to aggregation of all of Cardholder's funds held on deposit at Green Dot Bank.

Fee-free ATM withdrawals: Fee-free ATM access applies to in-network AllPoint ATMs only (up to 4 withdrawals per statement cycle). For out-of-network ATMs and bank tellers, a \$3 fee will apply, plus any additional fees charged by the ATM owner or bank. See app for fee-free ATM locations.

Free ACH transfers: Personalized card required. Subject to your bank's restrictions and fees. Limits, qualifications and enrollment requirements may apply.

Same Day Deposit: Same Day Deposit allows you to have near-real time deposits sent to you on a predetermined daily schedule (up to 3x a day, Monday through Sunday, including holidays). Same Day Deposit is an additional service offered by QuickBooks Payments subject to eligibility criteria, for no extra fee for Money by QuickBooks users. Money by QuickBooks payment request fees apply for ACH and card transactions. Once batched, eligible deposits will be sent to your Money by QuickBooks account and will be available in up to 30 minutes. Transactions between 2:15-3:00 pm PST are excluded and transactions after 9:00 pm PST will be available for deposit the following morning. Deposit times may vary for third party delays.

No monthly fees: Other fees and limits apply to the business bank account. See Money by QuickBooks [Deposit Account Agreement](#) for details.

Bill Pay: Bill Pay services powered by Melio with funds held by Evolve Bank & Trust or Silicon Valley Bank (members of the FDIC and the Federal Reserve). Bill Pay is not available for QuickBooks Online Simple Start.

Money by QuickBooks Mobile App: Free to download and no monthly subscription fee. Available on iOS and Android only.

Terms, conditions, pricing, special features, and service and support options for QuickBooks products and services, including but not limited to QuickBooks Payments and Same Day Deposit are subject to change without notice.

Payment processing fees apply for ACH and card transactions.

QuickBooks Payments Disclaimers

****Product Information:**

QuickBooks Payments: QuickBooks Payments account subject to eligibility criteria, credit and application approval. Subscription to QuickBooks Online is required.

QuickBooks Card Reader: Data access subject to cellular/internet provider network availability and occasional downtime due to system and server maintenance. Product registration and QuickBooks Payments account required. Terms, conditions, and features subject to change.

Apple Pay Disclaimer: Apple Pay is a registered trademark of Apple Inc.

Pay-enabled invoices. Requires a separate QuickBooks Payments account which is subject to eligibility criteria, credit and application approval. E-invoicing QuickBooks Payments is an optional fee-based service. Additional fees may apply. Additional terms and conditions apply.

QuickBooks Card Reader: Intuit and QuickBooks are trademarks of Intuit Inc. and other parties' marks are property of their respective owners. Data access is subject to cellular/internet provider network availability and occasional downtime due to system and server maintenance. Product registration and QuickBooks Payments account required. Account subject to eligibility criteria, credit and application approval. Terms, conditions, features and services are subject to change. Use is subject to important terms of service and licenses information: quickbooks.intuit.com/payments/legal/.

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****Features:**

Instant Deposit: Instant deposit is an additional service offered by QuickBooks Payments subject to eligibility criteria, including delayed eligibility for new users and availability for only some transactions. Deposits are sent in up to 30 minutes. Deposit times may vary for third party delays.

Next-day Deposit: Next-day deposit feature subject to eligibility criteria. Payments processed before 3:00 PM PT typically arrive at your bank the next business day (excluding weekends and holidays). Deposit times may vary for other payment methods, third party delays or risk reviews.

Bill Pay: Bill Pay services powered by Melio with funds held by Evolve Bank & Trust or Silicon Valley Bank (members of the FDIC and the Federal Reserve). Bill Pay is not available for QuickBooks Online Simple Start.