

# YOU BUILD YOUR BUSINESS. WE'LL DO YOUR BOOKS.

Accounting and reporting  
designed for Apricot Lane franchisees

## CETERUS accounting

**With Ceterus Accounting you'll have more time  
to do the work you want to do**

Our experienced franchise-focused professionals are ready to do your accounting for you — using QuickBooks Online. Let us free you to focus on developing a loyal customer base and building your brand.



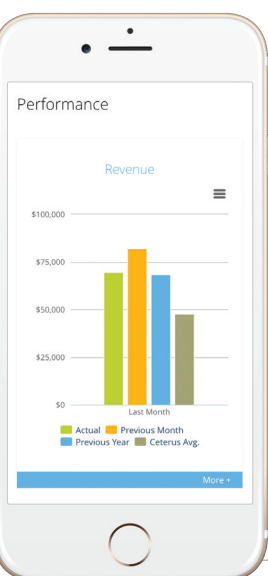
Designed for  
Apricot Lane



Month-to-month  
agreements



Your numbers on  
time, every time



## CETERUS insight

**Benchmarking, Ranking,  
Mobility, Convenience**

Our cloud software connects to QuickBooks Online and your point-of-sale system and provides a concept-specific dashboard, financial reports, non-financial metrics, peer benchmarking and more. Let our insights guide your entrepreneurial instincts.

“The great thing about Ceterus is that you’ve freed me up to do what I do best.”

—Missy and Damon, multi-unit franchisees

# CETERUS

learn more »

“With Ceterus, I have 100% trust that things are always getting done and getting done the right way.”

—Stephen and Henry, multi-unit franchisees

## How it works

Built on top of the QuickBooks Online platform, Ceterus completely manages your accounting.

Entering sales and reconciling with your point-of-sale system

Coding all bank and credit card spending

Allocating and entering all payroll to the proper accounts

Preparing and filing sales tax

Performing variance analysis on financial activity

Preparing monthly financial statements

Submitting financials to franchisor, banks, and other 3rd parties as required

Reporting financials, benchmarks, and KPI's in Ceterus Insight



### Getting started is easy

Our onboarding process is as easy as 1-2.

1. Provide us view-only access to bank, credit card, payroll processing, and point-of-sale information
2. Answer questions from Ceterus related to past transactions



### Hands-off maintenance

For ongoing peace of mind — knowing your books are always up-to-date and in proper format — upkeep is simple. Your Ceterus team will contact you with questions, otherwise you don't need to do anything. If you need us, we can be reached by email, chat, or phone anytime.

### Pricing options



	Simple	Complete	Custom
<b>Monthly Price</b>	<b>\$250</b>	<b>\$450</b>	<i>You Choose</i>
Ceterus Insight (cloud software)	✓	✓	\$50
Franchise accounting	✓	✓	\$200
QuickBooks account		✓	\$25
Monthly analysis email		✓	\$25
Bill processing/payment		✓	\$50
CFO consultation		12 hrs./yr.	\$125/hr.
Company taxes		✓	TBD
Owner taxes			TBD
Annual Form 1099 mailing			\$10/form

Contact us to learn more

# CETERUS

800.571.6119  
franchises@ceterusinc.com  
Ceterus.com

# Apricot Lane

BOUTIQUE

*Ceterus is proud to be a  
recommended vendor for  
Apricot Lane Boutique!*