

FUNDING FROM ADVANCE PARTNERS ALLOWS PAYCHEX TO DOUBLE THE SIZE OF A DEAL

CASE STUDY | FIRST CHOICE NURSES

KEY RESULTS

- Paychex and Advance Partners teamed up to help First Choice Nurses, a temporary nurse staffing firm in Virginia struggling with costly compliance issues.
- Advance Partners provided financial support to First Choice Nurses that allowed them to increase the amount of services they could purchase from Paychex.
- Paychex earned a maximum referral credit of \$20,000 in revenue.
- In total, Paychex made over \$300,000 in revenue on this deal – more than double what they would have without Advance Partners.

“We more than doubled the size of the deal because of Advance Partners. By partnering up, we were able to ensure the client was adequately able to fund new payroll expenditures and services while receiving the compliance guidance they needed to stay in business.”

BRYAN SCHILIRO HCM SALES CONSULTANT

BACKGROUND

Bryan Schiliro was in the process of selling Paychex payroll and compliance services to First Choice Nurses, a temporary nurse staffing firm in Central Virginia. First Choice Nurses had employees supporting hospitals and assisted living facilities in the area, but had recently run into costly compliance issues due to their rapid growth. Knowing that they could provide the compliance help they needed but that it would come at great cost to the staffing company, Bryan brought Paychex subsidiary Advance Partners into the sales process. Advance Partners provides a financial service to staffing firms that helps them free up cash otherwise locked in invoices with 30-120 day payment terms.

"I was in contact with (Advance Partners representative) Sue at the time, so once I established that First Choice could use financial help I made the introduction. It just made sense to bring Advance Partners in knowing that their business model helps provide funding to staffing firms. If the client has more cash, it means they can afford more of our services."

CHALLENGE

First Choice Nurses was experiencing compliance issues resulting in potential fines. Up until recently, they had been operating as a small business with mostly independent contractors under Form 1099 as opposed to W-2 full time employees. After experiencing growth, they were determined to be out of compliance by the Virginia Employment Commission (VEC). By January 1st, they needed to convert all the 1099 employees to W2's, significantly increasing their payroll liability, benefit expenditures and risk with employee relations. Bryan knew that Paychex could help get them compliant with the help of HR Solutions and an on-site SHRM certified HR Generalist. However, First Choice Nurses was already low on available credit for the business through several private funders and bank partners.

"First Choice Nurses would have had to scale services down and reduce the amount of compliance help Paychex could give in order to afford those services. With Advance Partners, I knew that didn't have to be the case. With their funding help, their cash was freed up and they could afford all of what we could offer."

SOLUTION

Bryan teamed up with Sue Benuck, the Advance Partners representative covering the Virginia region. By partnering up and working closely to present a unified front to First Choice Nurses, they were able to ensure the client was adequately able to fund the new payroll expenditures and services while receiving the compliance guidance they needed to stay in business. Advance Partners funding allowed First Choice Nurses to consolidate past debts and fund the necessary payroll and compliance services from Paychex.

"It was definitely a team effort, and it helped that we presented as a united front who knew both sides of the equation. In the end it benefitted us, it benefitted Advance Partners, and most importantly it benefitted the end client and put them in a great position for future growth."

RESULTS

Because of the help that Paychex and Advance Partners was able to provide, First Choice Nurses has over 200 employees and is looking to expand to other states. They are feeling secure in their state of compliance, are poised for future growth, and have only positive feedback on their excellent experience with both Paychex and Advance Partners.

Because Paychex referred Advance Partners to this client, they earn a maximum referral credit of \$20,000 in revenue. In total, including payroll + ancillaries and HR, Paychex made over \$300,000 in revenue on this deal. In essence, Advance Partners helped double the size of the deal from \$150K to over \$300K.

"I couldn't be happier with my experience working with Advance Partners on this deal. I would absolutely recommend that other Paychex reps work with them. In fact, I have led a couple team discussions regarding staffing firms, how to ask probing questions to try and get Advance Partners in the deal. It was a positive experience for us and for the client."