



THE MAX Challenge



A more human resource.™

Kim Cacace
Director of Finance,
THE MAX Challenge

The Challenge

Assisting New Franchisees, Many With No Prior Business Ownership Experience

A franchise organization specializing in a 10-week body and mind renewal system, THE MAX Challenge currently operates in more than 60 locations and is continuing to grow at a rapid pace. Each franchise is owned and managed by individual business owners.

Kim Cacace, director of finance for THE MAX Challenge corporate office, manages both the accounting function for that office and bookkeeping for all franchises.

While many of THE MAX franchisees are new business owners, they all share a passion for helping others in their communities to transform their lives by combining nutrition counseling, fitness classes and motivation in a 10-week challenge.

"A lot of people who purchase THE MAX Challenge franchise have no prior business ownership experience," Cacace said. "Some of the struggles for them include not fully understanding the hiring process, the documents that need to be processed for employer tax, and the papers that need to be filed when they hire employees for their businesses. And then, there's managing payroll and workers' comp. We need to help make it seamless for these owners so they don't need to spend the bulk of their time trying to figure all this out."

THE MAX Challenge franchise owners needed a solution that allows them to focus on their clients and growing their businesses, without all the day-to-day back office administrative tasks that come with actually running a business.

The Action

The Right Technology Combined With a More Human Resource

In 2014, THE MAX Challenge made the decision to partner with ADP® and its RUN Powered by ADP® solution. Included in that solution is a dedicated account rep whom Cacace describes as nothing short of "phenomenal."

"Our rep onboards all new franchises and she knows exactly what each one needs, no matter what state they're located in," Cacace said. "She knows what documents they have to file and gets them up and running. Sometimes this all happens within 24 hours and they can start processing payroll. The ability to rely on her help with all of this is an amazing benefit!"

Quick facts:

Company: THE MAX Challenge

Headquarters: Morganville, NJ

Industry: Nutrition and Fitness

Employees: : 10 (Corporate); varies by franchise - 60+ locations

Product: RUN Powered by ADP®

Learn more about THE MAX Challenge at www.themaxchallenge.com

"RUN allows them [franchisees] to focus on growing their business and helping their members achieve their fitness and wellness goals. And they don't have to worry about any back office processing. Once they start processing payroll with ADP, it's like 'set it and forget it' and they can do what they do best. We never have any issues with ADP."

“ADP is constantly updating the RUN software. The app is fantastic. If I need to run a payroll when I’m not in the office, I know I can get it done no matter where I am – even if I’m out of town – which is great. Simplicity and invention. These are the hallmarks of ADP.”

Processing payroll with RUN is a snap for Cacace and she is thankful that she can initiate payroll from a mobile app, wherever she is at any time. “ADP is constantly updating the RUN software,” Cacace said. “The app is fantastic. If I need to run a payroll when I’m not in the office, I know I can get it done no matter where I am – even if I’m out of town – which is great. Simplicity and invention. These are the hallmarks of ADP.”

Cacace also had high praises for the HR functionality within the RUN platform. “I’ve used it to help source talent and I love the fact that everything was managed within a single portal,” Cacace said. “I could track communications with candidates, easily move them through the interview and hiring processes and perform background checks.”

In addition to the standard RUN capabilities, THE MAX Challenge also added ADP Retirement Services as its 401(k) plan provider within the past year. Employees can manage their individual plan accounts through an online portal and contributions occur through direct deposit, keeping it simple and seamless for everyone.*

When it comes to service, Cacace can get an answer to any question she has and quickly. “I can pick up the phone and call someone if I have a question regarding employment laws in any state and whoever answers on the other side is always very knowledgeable,” Cacace said. “For example, any time I’m working with the General Ledger Department to set up a new location, they are proactive and reach out to me to make sure that the process is moving along.”

The Impact

Time and Money Savings

Enlisting RUN to handle so many of her HR tasks has been invaluable for Cacace. “I would say the HR functionality was definitely a welcome change,” Cacace said. “HR is not my background, and because we are a small business, we can’t hire for every single department. So having that functionality definitely helps save us in the ballpark of about \$50-60k a year for a full-time person.”

Using RUN has also allowed Cacace to focus on her never-ending to-do list and on working to build and streamline processes within her department, which has started to experience growth within the past year.

And the franchisees? “RUN allows them to focus on growing their business and helping their members achieve their fitness and wellness goals,” Cacace said. “And they don’t have to worry about any back office processing. Once they start processing payroll with ADP, it’s like ‘set it and forget it’ and they can do what they do best. We never have any issues with ADP.”

“I would say the HR functionality was definitely a welcome change. HR is not my background, and because we are a small business, we can’t hire for every single department. So having that functionality definitely helps save us in the ballpark of about \$50-60k a year for a full-time person.”

*Only licensed representatives of ADP Broker-Dealer, Inc. (Member FINRA), an affiliate of ADP, LLC, One ADP Blvd, Roseland, NJ or, in the case of certain products, of a broker-dealer firm that has executed a marketing agreement with ADP, LLC may offer and sell ADP retirement products or speak to retirement plan features and/or investment options available in any ADP retirement product, and only associated persons of ADP Strategic Plan Services, LLC (SPS) may speak to any investment management or advisory services provided by SPS or any third party in connection with such ADP retirement products. SPS is a SEC Registered Investment Adviser. Registration does not imply a certain level of skill or services.

The views expressed herein are the speakers’ own and not necessarily those of ADP, LLC or its affiliates (ADP). Not all clients will experience the same results. ADP has not compensated any clients for the included testimonials.