



Starting an ice cream shop

After Bud Lawrence sold his family's Ford dealership, he wasn't sure where his career would take him next. A family friend suggested he check out Sweet Charlie's in Atlanta, a dessert shop that specializes in hand-rolled ice cream. Intrigued, Bud got in touch with the owners, and a year later — after convincing his lifelong friend Andy to move up from Birmingham, Alabama, to help — opened his own franchise.

Payroll was not something I wanted to handle myself

Payroll can be a real nightmare for a small business like us or for a guy like me. I knew that was not something I wanted to handle myself, even though it might save me a little bit of money. I needed my focus to be more on the operational side.

Sweet Charlie's corporate office had recommended ADP, and they have a big operation here in town. So, we started using them from the day we opened. It just seemed like the right thing to do.

We developed a great relationship with our representative here in town. For the first couple of months, she came down to the store and just sat with us while we did payroll. She went beyond the call of duty. Payroll is a necessary evil, and she was an enormous help. I mean, I just can't say that enough.

ADP gives me time to develop my business

Now, if I've any questions related to anything with ADP, I can call my ADP representative and she'll take the time to show us what to do, or even do it herself. Having that person who you can call and get a hold of, it's everything. And it's harder and harder to find those kinds of people.

Bud Lawrence
Owner



Quick facts

-  **Company:** Sweet Charlie's of Augusta
-  **Industry:** Restaurant
-  **Established:** 2018
-  **Employees:** 20
-  **Locations:** One
-  **Headquarters:** Augusta, Georgia
-  **Website:** sweetcharlies.com/locations/augusta-ga

Business challenge: How to launch a new franchise without getting bogged down in payroll.

How ADP helped: RUN Powered by ADP® (RUN) gives small-business owners the freedom to focus on what matters.



Always Designing
for People™



Time is the most valuable asset we have, and having ADP handle my payroll gives me time to develop my business and our people, things that need my attention that I'm better suited to doing. I would recommend them to anyone — not just for payroll, but for all the services they have to help small businesses.

#workingfor

There are tremendous young people out there who have a great work ethic, who aim to please, who want to do well, and who don't take an attitude of "I want to make a million dollars a year right out of the gate." It's been an unbelievable surprise. Their work ethic has been a real eye opener, and that's been the best part of the job.

Learn more about ADP's solutions for franchises
at adp.com/franchise

