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ADP® Empowers FASTSIGNS® franchisee to focus on business

Milton and Gina Chancellor have owned their FASTSIGNS of Tuscaloosa franchise since 2014, but only when the store became an ADP client about three years ago, was the couple was able to ratchet up their game.

The couple decided to go with the RUN Powered by ADP® solution at the suggestion of FASTSIGNS International, which provides custom sign and graphics products through approximately 700 franchise locations.

Moving to ADP turned out to be a smart business move, Gina explains. Most of all, she notes that ADP allows the couple to devote their full attention to how their FASTSIGNS franchise delivers the best possible products and service to their customer base.

"Before I became involved full-time, I was helping with payroll," she says. "Since choosing ADP, that role became much easier; it has given us the ability to really focus on profitability."

FASTSIGNS of Tuscaloosa uses the RUN Powered by ADP solution, which includes calculating and tracking time off and other employee payroll information. Within the past year, the company also started using ADP to help implement a 401k benefit program for the store's six employees (not counting the Chancellors).

Apart from the nuts and bolts of getting payroll done right, Gina says that she also is very pleased with ADP's service level.

"Responsiveness is important and it's something ADP delivers," she says. "Whether it's through emails or phone calls, when I reach out, they respond in a helpful, timely manner. Of course, being a former speech pathologist, I had limited HR-related experience, apart from doing the books. So, ADP has really helped."

Quick Facts



Milton Chancellor
Franchisee



Gina Chancellor
Franchisee

Company	FASTSIGNS Tuscaloosa
Industry	Retail
Employees	6
Location	Tuscaloosa, AL
Website	FastSigns.com
Product	RUN Powered by ADP®

“ADP is a great partner, delivering the resources that empower us to be our best, and that is the key benefit for a small business franchise like ours.”

Gina Chancellor
Franchisee



Looking back, Gina says she and her husband's previous payroll system began to fall short and that's when FASTSIGNS International suggested ADP as an alternative. "We began looking for another payroll solution because of a lack of responsiveness, from the other provider" she says. "We were not getting our questions answered or our needs met. Now, ADP is empowering us to serve our customers, while we're meeting employee needs for payroll and HR related issues."

As for the employees themselves, Chancellor notes that feedback has been positive. In fact, she has received zero complaints about the ADP payroll system.



"This younger generation of employees wants the ability to access their data right there on their phones, where they can pull it up instantly. That's been their experience with ADP," she says. "They feel it's easy to access and is readily available." For example, at tax time, Gina notes, employees have instant access to their W2 data; no need to wait for it to arrive via USPS.

Returning to additional business benefits, Gina recalls that during the pandemic, ADP was ready with information and answers to a rapidly changing environment. She appreciated the updates and timely information for small business owners.

"ADP was constantly updating content on the regulatory changes and other related issues; you could go on their website and easily find information as it happened," she says.

Gina reiterates that ADP saves her hours each week that she can then use to focus on how to best serve both employers and customers. As such, she highly recommends ADP to other franchise businesses, especially for the franchisees who own and operate a small business.

"Having ADP as a resource means you can take advantage of a variety of other services," she explains, noting that ADP makes payroll easy but also offers information to help attract and retain great employees. ADP offers access to 401k benefit plans and other benefits that more applicants are looking for. It also helps to get new hires productive right away with onboarding tools and employee handbooks.

"ADP is a great partner, delivering the resources that empower us to be our best, and that is the key benefit for a small business franchise like ours," Chancellor says.

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



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